

## Customer management system

### Increase in sales through one-to-one customer service

1. **Understanding of customer status**
  - **Check how often members come to the store** by providing points for every coming.
  - **Provide detail product information** by setting up antennas.
  - ✎ **Understand circulation control** (survey on number of trial fitting times, store layout data) through point rally
2. **Promotion through cellular phone** ✎ **Promote willingness to buy** by providing information in a timely manner
  - **Deliver detail information to members' cellular phone** by scanning member tags.
  - \* **Sales ranking, publishing in magazine, TV broadcast schedule, etc.**
  - \* **Delivery only desired information by e-mail.** (Acquire status at the initiative of customers.)
  - ✎ **Use as manufacturer marketing information**
  - ✎ **Lead to one-to-one promotion** through customer attribute management
3. **Layaway/back-order control** ✎ **Easy booking**  
Only by holding registered member tags (No need of entering address, name and telephone number, etc.)

