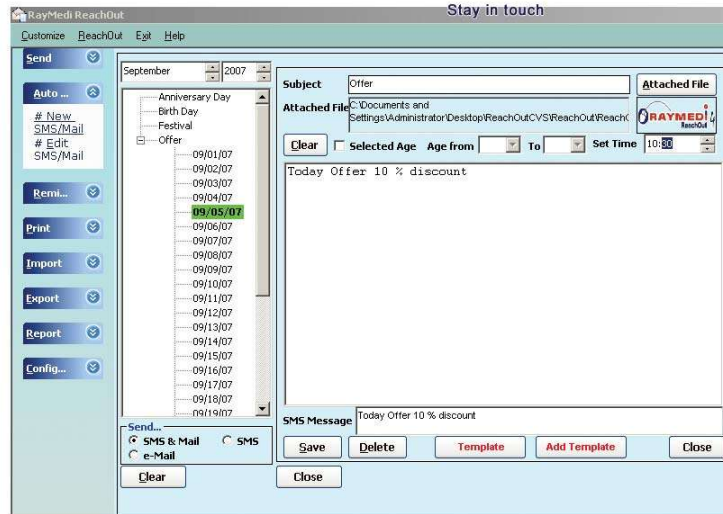


RAYMEDI 4 Reachout



Reachout to your customers through SMS, Email & Letter

RayMedi Reachout is a comprehensive CRM tool by which you can manage your relationship with customers, thereby increasing their loyalty towards to you. Available both as standalone version and as add-ons to RayMedi Retail and Distribution products, RayMedi Reachout can be integrated to work with any business management software available in the market today. Customers managed through RayMedi Reachout can be contacted by Snail Mail, E-mail and SMS. With the increasing fight over reaching the customer's mind space, RayMedi Reachout is an indispensable tool to retain your customers.

Key Features:

- Customers can be reached via normal snail mail, e-mail or SMS.
- Can import database from any third-party products with access or SQL database
- Keep track of birthdays, anniversaries, festivals for the customer and also for their families.
- Offer information can be sent to targeted customer list filtering by age, gender and income criteria.
- Send e-mail information directly from the RayMedi Reachout itself
- Address label printing based on the selected / filtered contact list
- Letter printing facility
- Works seamlessly with RayMedi RE 6, DE 5, RPOS 6.5 and RPOS 7

Key Business benefits:

- Great way to manage your customers
- Increases customers loyalty towards you
- Helps in retaining your customers over the competition
- Drives repeat purchases
- Increase your shop's brand value