



CARE

THE OVERVIEW

SMS eSuite is the next generation solution from LOC Software designed to make transactions more manageable, more profitable and more frequent for regional and national grocery retailers. The new design delivers role driven applications capable of serving stores, serving web, serving mobile - unifying front end, back office, headquarters, personnel and customers - all seamlessly accessing data wherever and whenever it's needed, from any device.

THE OFFER

eSuite Care includes the apps and functionality required for marketing and customer engagement. The core offers the most comprehensive customer engagement platform on the market, period. The unified design aligns transactions, customers, and history, regardless of point of input - even inputs from previous versions of SMS. In fact, eSuite is designed to work side-by-side with existing SMS Pro installations, providing a flexible upgrade path for existing installations.

All elements of customer tables are presented in a new browser based user interface, making these elements accessible from any device, anywhere. Users can manage all fields, plus make any update directly in the display grid. Views can be customized with just a couple clicks, including adding or resizing cells, regrouping and reordering data. Drill down capabilities, sub-queries, and query linking are all readily available too.

Analysis and tracking results is just as easy, with a couple clicks. Users can easily segment customers by sales, profitability or basket size - including items in and not in the basket. All results can be displayed by store, time period, or groups of both, then be used to create dynamic offers. Users can now speedily segment sales from a prior week by basket size - then select the top ten percent of those customers, then segment by various other criteria, then specifically assign an offer only those customers can use.

In-store. Online. In-app. Any platform. That's modern retailing. That's SMS.

ESUITE CARE OFFERS

ENHANCED USER EXPERIENCE:

- » Cross platform on all devices, any operating system
- » Zero installation using browser
- » Role based accessibility to data & applications
- » Comprehensive, user selectable views
- » Direct editing within grid - similar to spreadsheets
- » Optimized for quick, repetitive, hot-key based entry
- » Contextual actions within grid

ENHANCED GRID CONTROL:

- » Configurable widget based home screen
- » Hot keys, sorting, grouping, resizing, searching
- » Copy from outside sources, paste into query - like a listing of UPC's to edit pricing
- » Combines maintenance, operations, reports & cubes
- » Print grid, one click Microsoft® Excel export
- » Drag & drop pivot table functionality
- » Sub queries, drill downs, linked windows
- » Simplified coupon creation

INTERACTIVE REAL-TIME REPORTING ENGINE:

- » Compare registered, unregistered, walk-in customers
- » Track new, returning, lost customers
- » Track what customers buy, & what they do not
- » Segment by sales, profit, basket, visits - by store
- » Track sale/TPR/store batch impacts

CUSTOMER ENGAGEMENT:

- » Target & automate offers
- » Segment offers by group or criteria
- » Track exposure, usage, remaining
- » Build offers based on tender type
- » Manage notifications

CUSTOMER ANALYSIS:

- » View totals by transaction or any period of time, by store
- » View transaction details by store by period
- » Examine impacts from markdowns, coupons, point redemption
- » Examine profitability by customer - comparing to group, average, min or max
- » Easily search item movement & find which customers purchased
- » Easily find slow or no moving customers & target specifically

COMPLETE ESUITE ECOSYSTEM:

- » eSuite Buy
- » eSuite Sell
- » eSuite Care
- » eSuite Manage
- » eSuite System