GUUga cV's Smart Retail solution improves customer service by providing customers access to information on any device, generates additional revenue through customer retention and referrals, increases staff productivity through online and offline access to data and cuts costs by eliminating paper.

Mobile Portal: The number of customers who want to access the web on their mobile device is growing by leaps and bounds. Enables the customer to access your website from their device of choice and improves customer service.

Mobile Orders: Allows customers to place orders on their mobile phones or computers. This improves the customer service and reduces the operating cost.

Mobile Shopping List: The customer can upload their shopping list and it can be matched against the retailer provided aisle data to provide the exact aisle location for each item on the shopping list. This drastically increases customer service and thus customer loyalty.

Mobile Location Finder: Allows the Retail to have consumers pull their locations with a click of a button based on Zipcode, GPS, City or Airport (with Directions/Map). This will increase the traffic for the Retail and reduce the calls (e.g. operating cost) for directions/location.

Customer Community groups: Enable customers to set up groups, post pictures, share stories, discuss existing/new items, ask questions, post events, news, polls and much more from laptops and mobile devices. This builds a sense of community, helps retain customers and generates referrals.

Loyalty Program: Customers who stick to a particular Retailer get Loyalty Rewards like free items, promotions, other gifts etc. This drives more traffic to the Retailer.

Suggestion Box: Customers can send feedback from their mobile phones or computers. This helps improve the quality of the service greatly. This also helps the Retail keeping their inventories updated with changing customer trends.

Mobile Coupons: Retails can send coupons to new and existing customers on their phones or computers. This brings in new business as well as repeat business without the cost of publishing paper coupons.

Highlights

- Improve customer service by providing anytime, anywhere access to information

- Generate additional revenue through customer retention and referrals

- Cut costs by automating processes and eliminating paper

- Increase staff productivity through online, offline access

Why GUUga cV

- Lower Total Cost of Ownership (upto 80% less)

- Software-as-a-Service model for lower upfront investment, quicker deployment

- Broadest device support

In summary, this is how we can make your business run better:

	Improved Customer Service	Increased Revenue	Lower Cost	Higher Productivity
Mobile Portal	Y	Y	Y	Y
Mobile Orders	Y	Y		
Mobile Shopping List	Y	Y		Y
Mobile Location Finder	Y	Y	Y	
Customer Community groups	Y			
Mobile Reminders		Y	Y	
Loyalty Program	Y	Y		
Suggestion Box	Y			Y
Mobile Coupons		Y	Y	