

A local grocery chain is looking for new ways to bring consumers into their stores. They have a preferred customer program that is primarily used to provide discounts on gasoline purchased at the store pumps, but want to use these 'cards' in new ways.

Solving this challenge will benefit the business in the following ways:

- ◆ Reach frequent shoppers during typical shopping hours to monopolize mindshare and bring them into the store as opposed to the competitors
- ◆ Real time, immediate advertising as specials are sent to the targeted customers' cell phones
- ◆ Increase effect of marketing budget by decreasing printing cost and promoting a greener operation
- ◆ Consumers will respond positively to a new and unique way of promoting products they frequently purchase
- ◆ Consumers purchase promotional items with additional revenue coming through associated items
- ◆ Increase in customer loyalty



## THE SOLUTION

The focus of this solution is to create an internal communication system between employees and security to quickly respond to and manage emergency situations.

1. Access today's corporate promotions data base, allowing edits to promotions without worrying about add re-prints, last minute edits, etc.
2. Select items that interest a focused group of shoppers such as seniors, young parents, young adults, teenagers, etc.
3. Select seasonal items that interest a wide spectrum of consumers to add to the list of promotions
4. Through a routine based on IPfusion, integrate with internal database containing special promotions to find the targeted audience
5. The same routine queries the preferred customer database containing consumer profiles, purchasing history, and preferred contact information
6. Based on scheduler within IPfusion send text message to customers' mobile devices with the appropriate promotional material at the appropriate time to herd in consumers during highest traffic times
7. Based on scheduler within IPfusion, initiate Dial Out to customers' mobile devices with the appropriate promotional material at the appropriate time to herd in consumers during highest traffic times