BUSINESS SUITE · RETAIL

Store CRM

Know every shopper across every till and online store, and bring them back with rewards and the right message.

WHO IT'S FOR Shops, boutiques and retail chains that want one customer list and simple ways to make people come back.

1
customer list from every till and online store

6
languages for customer emails and pages

16
modules, each switched on or off per person

WHAT IT DOES

—Know every shopper

- **One customer list** — the same person from every till and shop, matched by ID, email or phone.
- **Purchases** — every order line, lifetime spend and visits; status (new, active, VIP, at risk, lost) set for you.
- **Groups** — by spend, visits, products, store, birthday or points; they update by themselves.

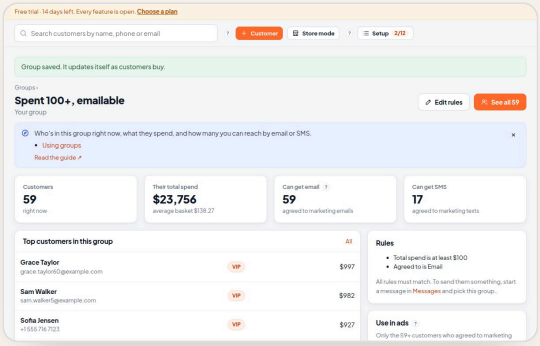
—Bring them back

- **Campaigns and messages** — email, SMS and WhatsApp to a group or one customer; A/B subject tests; consent checked first.
- **Automatic messages** — 17 ready-made, e.g. welcome, birthday, win-back, time to restock and left in the basket.
- **Rewards** — points (also by product or category), tiers, stamp card, coupons, gift cards and store credit.

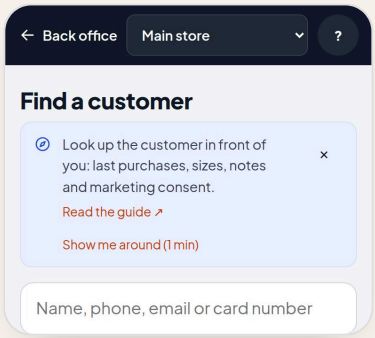
—In the store

- **Store mode** — a phone or tablet screen to find or add a customer, and record a sale when no till is connected.
- **Clienteling and appointments** — who to contact today, bookings, repairs and special orders.
- **Insights and privacy** — repeat rate and store comparison; consent with its exact wording, export and erase.

INSIDE THE APP



A customer group that updates by itself



Store mode on a phone

Works with

Only connections that exist in the app today; "being set up" ones are switched on as soon as they are approved.

SUITE APPS

- **Inventory & Till** — till sales land as purchases; outside sales lower stock by SKU
- **Sales Incentives** — purchases count for the customer's sales associate
- **Dialer** — finished calls are added to the customer's history
- **Suite hub** — one sign-in and rights per module

OUTSIDE SYSTEMS

WooCommerce, Epos Now
customers, orders and refunds, with an API key

Klaviyo, Mailchimp
consenting customers and their groups

Texts and WhatsApp
SMS with our message credits or your own Telnyx or Twilio; Connect WhatsApp

Google Ads, calendars, reviews
Customer Match file; Google/Outlook calendar link; review invites

Square, Shopify, Lightspeed, Clover, Zettle, SumUp, BigCommerce, Wix BEING SET UP
plus Meta ad audiences and Wallet cards

DEVELOPER AND DATA TOOLS

REST API and signed webhooks
customers, purchases, points (Pro plan)

Zapier and Make
through their webhook and HTTP steps

Any other till
send sales to the API, or import CSV/Excel

Start your 14-day free trial at accounts.thecodesmith.tech

Every feature open during the trial. Start with this app; add the others any time.

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