

# contactone

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Create lasting relationships with store customers through direct and personalized communications



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Contactone is the Contactlab clienteling solution that facilitates a personal, direct, two-way digital relationship between your sales associates and their customers.

Contactone puts an invaluable sales tool right in the hands of the associate, by providing them with simple and easy access to individual customer profiles, which conveniently consolidate all the relevant shopper-related data in one place. It also enables the salesperson to create individually tailored messages, by combining personalized elements with pre-approved and up-to-date prime content, all in the appropriate brand template.

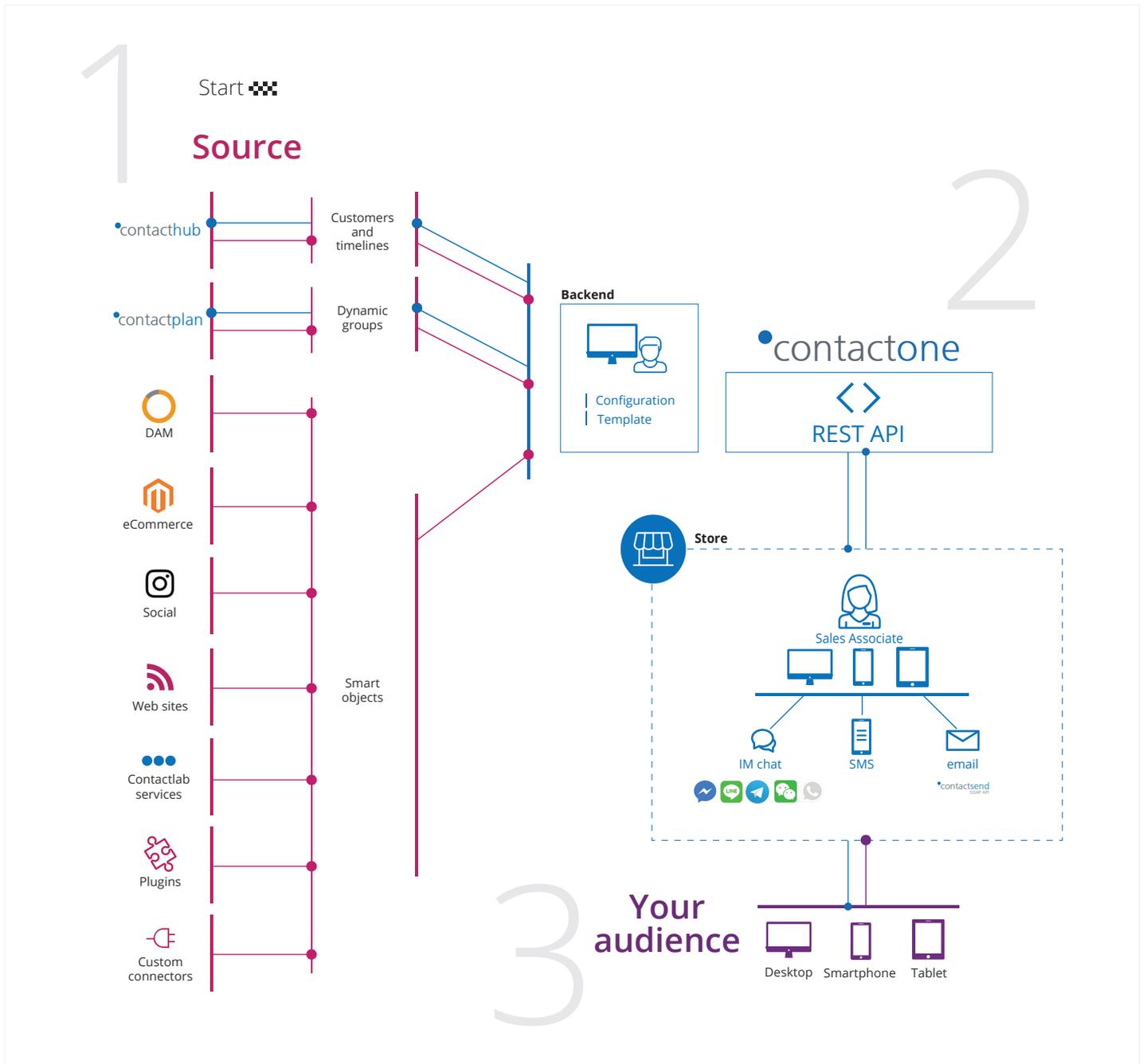
The app quickly helps establish a personal engagement campaign to attract customers into the store, provide an enhanced and superior in-store experience, and entice shoppers to return time and time again. It increases the significance of the customer and sales associate relationship considerably and, as a result, the value of the customer to the brand.

Contactone is:

- **Extremely practical:**  
It is simple and intuitive to use, enabling sales associates to access customer profiles, independently create dedicated messages and send personalized communications, in a matter of seconds.
- **Customizable:**  
It promotes personalized content management that leads to increased customer engagement.
- **Valuable:**  
Real-time access to up-to-date and usable customer data and events provide the sales associate with the full picture... socio-demographic and behavioral data, together with the details of previous purchases, can further be enriched with information collected by the salesperson during in-store conversations.
- **Safeguarding the brand identity:**  
Messages, content and templates that are always up-to-date, pre-approved and synchronized with company guidelines, are made available and ready to be personalized in one-to-one or one-to-few relationships.
- **Multichannel:**  
Digital communications from a single interface using email and instant messaging, making direct relationships with the hopper simple to manage locally, while any feedback can easily be added to the customer's individual profile.
- **Visibility and control:**  
Ensures maximum visibility of what happens in-store to management.



# How does Contactone work?



Contactone conceptual architecture



## Key features:

- **Permission based:**  
Users are individually authorized to access different aspects of Contactone functionality, such as the frontend or the backend.
- **Open for integration:**
  - **With different data sources**  
To ensure that pre-approved and ready-to-use content is available for personalized communications. You can easily and quickly connect any existing or desired e-commerce, DAM or PAM solution, social network channel, RSS feed or similar to Contactone, using a rich set of custom REST-API-based adapters.
  - **Natively with the Contactlab Engagement Marketing platform**  
Manage customer profiles and/or use predefined segments for targeted communications and customized queries, taking into account socio-demographic data, as well as customer behavior and any known activity patterns.

## Sources:

- **Customer:**  
Thanks to Contacthub integration, a sales associate can both access shopper-related data and enrich the relevant customer profile as required. Contactplan integration enables the brand to create segments, and the sales associate to subsequently send one-to-few marketing campaigns to a preselected audience.
- **Content:**  
A wide range of adapters enable the brand to connect to digital content sources and create ready-to-use material for direct communications.
  - **Real-time availability of content accessible on commercial DAM or PAM solutions (for example, Thron)**
  - **One-click integration with e-commerce solutions for asset sharing, including stock and prices (for example, Magento)**
  - **Social feeds to power instant content sharing, even on other social media (for example, Instagram)**
  - **Web sites**  
API/XML content flows can easily be made available for immediate delivery.
  - **Product Service**  
The Contactlab tool for maintaining and delivering product-related content.

Contactone can receive content from multiple applications through simple-to-configure plug-ins.



## The Backend:

The backend interface and API provide the system administrator with specific capabilities, such as:

- Configuration  
Company, apps and similar.
- Management of content and message templates
- Customers  
For example, using the backend, a customer can be assigned to a specific sales associate and only visible to them in the frontend.
- Analytics  
Provide access to consumer events and control over the sales associate contact strategy.

## The Frontend:

The frontend is a simple and intuitive interface, which does not require any technical skills or knowledge, and doesn't have any negative impact on the sales associate's role.

The app consists of a homepage where a sales associate can access any available product, service and customer-related information in real-time, allowing them to manage and enhance the relationship with the shopper. It also enables the salesperson to create and send a relationship-building message direct to the customer before, during or after the store visit, in just a few simple steps.

The brand can simply push new content to the app, keeping sales associates up-to-date with the latest news, and aligned with both the brand and their customers.

Customer data, templates, repositories and news are stored in a tailored workspace, while all frontend functionality is also available through a rich REST API set.



## Why Choose Contactone

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Contactone supports in-store sales associates in creating and managing a high value customer engagement environment, through direct and personal communications with their shoppers.

It allows sales associates to send direct communications to customers quickly and easily, and enables them to collect new customer data and information as appropriate.

Contactone is the right answer to your needs when you are looking for a solution that:

- Enables an immediate and highly personalized digital relationship between sales associates and their customers
- Guarantees the sales associate direct access to selected and up-to-date customer data
- Simplifies the creation of tailored messages that combine prime content with personalized elements
- Helps increase the relationship's value for both the customer and the brand

Other Contactone documentation is available from:

<https://explore.contactlab.com/en/>