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Thanks for partnering with KWI. Your comments mean a lot to us. Please [email us](#) – we love to respond!

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Saving Valuable Time When Running Reports



In an increasingly complex business world, where there is constant pressure to do more with less, improving efficiency is imperative. This month, KWI is releasing an enhanced version of its Back Office *Reporting & Analysis* (a.k.a. Report Runner) application that's geared specifically toward improving how your company generates reports.

Many users of KWI Back Office have a need for multitasking within the system. We realized that there would be great value in allowing a user to kick off reports, but not have to wait for the processing to complete before moving on to other tasks. Therefore, we've created a new option intended to facilitate multitasking when executing a report—one that allows the report to process asynchronously, or in the background, so a user can do other things while it runs.

Now, when running a report, just check the new "**Email Only**" box before selecting "**Submit**", and rather than having to wait until the report completes, the system will display a brief message confirming the report is running and then immediately return control to the user, so he/she can either move on to other things or kick off another report. Note that in order to manage system load, concurrent report execution is not unlimited.

When a report is complete, the user will receive an email (sent to the email address for which their account is configured – see Security Administrator to update) indicating the report name, the parameters they selected and a web link for access to the report's results.

What's more, we've put additional new user-friendly features into this application:

- A header featuring both the Search and Favorites functions to keep you from having to go back to the main screen.
- A collapsible parameter box, which adds valuable screen real estate while viewing reports.
- A cleaner presentation of buttons to facilitate ease of navigation.
- Our updated KWI Back Office "look & feel".

We're not done. Coming soon as a Phase II to this project, KWI will be introducing a "viewer" utility that will make it even easier for users to manage and view reports that were run in the background.

KWI is committed to helping your business run more efficiently. With our enhanced Report Runner application, we aim to provide another value-added dimension in retail reporting in order to create a more efficient operation for your business.

For more information, please contact Jodi Solotoff, VP of Client Relations, at: jodi@kwi.com or (516) 621-2400, ext. 310.

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KWI Rolls Out AEC Service to Address Mailing Issues



A retailer's ability to correspond with customers via mailings is directly proportional to the quality of their address information. This is why KWI runs a nightly database hygiene program for CRM clients, to correct and standardize address information contained in their databases. If any information is missing, incomplete or incorrect, our software attempts to repair both the content and format. However, when addresses are either missing critical elements or structured very poorly, they require a more advanced method of correction.

To help deal with these kinds of undeliverable correspondence, KWI has enlisted with the United States Postal Service (USPS) to begin offering our CRM clients an optional service called Address Element Correction (AEC). AEC cleans and normalizes severe address deficiencies such as misspellings, nonstandard abbreviations, missing or incorrect formats and non-address data. Once all element issues are resolved, AEC uses address-matching software to certify the resulting address against the ZIP+4 code. The result is an accurate, properly-formatted address that would then be updated into a KWI client's CRM database and become 100 percent deliverable for all future mailings.

With an average correction rate of 30 percent, AEC represents a valuable service for businesses with problem mailing addresses. However, the USPS recognized they could go a step further, and so they created a supplemental service called AEC II. Using an approach called "Delivery Force Knowledge", the USPS leverages their virtual army of local postal service delivery employees to correct address issues that cannot be corrected by existing software. With AEC II, problem addresses are manually reviewed and corrections are electronically filed both for return to the submitting customer as well as entry into an historical database for use against subsequent mailing lists. The AEC II process has an average correction rate of 62 percent for records sent on from AEC.

Mailings continue to be a powerful way for retailers to correspond with existing and potential customers, however, your ability to take advantage is only as strong as the quality of your data.

If you are interested in subscribing to the AEC service via KWI-CRM, please contact your Client Representative, or for more information on AEC, please contact KWI-CRM at: crm@kwi.com or (516) 621-2400, ext. 367.

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**Meet the Help Desk Management Team:
Reporting to Jean Nelson, CSO**

These are the people who make sure your problems are resolved, your questions are answered and your system support needs are met as quickly and efficiently as possible.



Name: **Paul Ferrara**

Position: **Help Desk Manager**

Joined the KWI team: February 2008

Credentials: Over 16 years of IT support and management experience, including desktop support, project management, and network design and support. I have worked for some of the leaders in their industry, such as Cablevision, the Bank of New York and Thompson Financial.

Most interested in—at work: To have the Help Desk close calls quickly and efficiently and improve overall customer satisfaction.

Most interested in—at play: Spending time with my family, traveling and photography.

Most memorable work experience: Managing a project that upgraded 800 users to a new project management suite at Cablevision. The project planning and development took over eight months and the implementation only 2 days. There were only 12 reported issues.

My most memorable personal experience: The birth of my two daughters.

Favorite movie: *The Godfather, It's a Wonderful Life*

Favorite book: *The 7 Habits of Highly Effective People* by Stephen R. Covey



Name: **Ariel Gonzalez**

Position: **Help Desk Supervisor**

Joined the KWI team: September 2007

Credentials: 8 years installing, supporting and managing in the POS software industry.

Most interested in—at work: Helping to strengthen the knowledge of others.

Most interested in—at play: Traveling

Personal motto: **“All our dreams can come true if we have the courage to pursue them.”**

Most memorable experience: The birth of my son, Nicholas.

Favorite movie: *Wedding Crashers, Scarface*

Favorite book: *Bringing Down the House* by Ben Mezrich

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Macau : The New Vegas



KWI certainly knows how to spot success. Since our company was founded in 1985, we have become a leading provider of management systems for the retail market by partnering with some of the top retail brands in the world.

One of those retail partners, Dooney & Bourke, the Norwalk, Conn.-based designer of upscale handbags, accessories and apparel, also knows a little something about spotting great opportunities. Last year, the company tapped up-and-coming celebrity A-lister Hayden Panettiere of *Heroes* fame to design one of its newest and most popular handbags—the limited edition metallic leather Hayden bag that featured puffy pleats, a big buckle closure and great style. The season before, the company drew on the talents of Emma Roberts, the star of Nickelodeon's *Unfabulous*, in an effort to win over the often fickle teen market.

Now, extending our scope as a global service provider, Dooney & Bourke is again on the move, scouting out growing and important markets overseas. The retailer recently opened a new store at The Grande Canal Shoppes at the Venetian Macao Cotai Strip in Macau, China, its second in Asia (the company also has a store in Japan). As Dooney & Bourke and many other global retailers know, Macau has become a hotbed for upscale retail with now some 350 stores carrying well-known international brands.

KWI is proud to partner with Dooney & Bourke, whose move to the China market adds to our worldwide list of clients. Along with our technology partners, Fujitsu and NSB, we will support Dooney & Bourke's new retail operation with our comprehensive solutions and services via an outsourcing paradigm that creates high efficiencies domestically as well as internationally.

For more information, please contact Dan Markowitz at: danny@kwi.com or (516) 621-2400, ext. 305.

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This Month's Short Cuts

Time-saving tips and ideas that are right on the money
– from the staff of KWI.

1. LP Tip of the Month ... from Augusto Castano, Regional Loss Prevention Manager



Tag, Are You It? Electronic Article Surveillance Is No Game

Electronic Article Surveillance (EAS), comprised of both merchandise security tags and the systems used to monitor them, are instrumental in decreasing loss.

However, theft prevention through EAS is only as good as its implementation. Here are some tips to make sure your EAS system is being used to its full potential:

1. Familiarize yourself with your store's tagging standards.
2. Make sure that your tagging standards are audited frequently throughout your store.
3. Test your system periodically by walking tags through receivers to ensure they are responding properly.
4. Notify management whenever systems are not functioning.

Keep in mind that, in addition to monitoring loss, EAS can help to maintain excellent customer service. For example, if your EAS system is set off by a customer, it is a golden opportunity to offer assistance. Instead of accusing a customer of theft, which, besides being rude can have serious liability issues, approach your shopper with the intent to assist with any tags that may have been left on by mistake following a purchase. Your customer will no doubt appreciate the extra attention. In addition to offsetting potential loss, you've just gained a happy customer.

For more information regarding identity theft, please contact Augusto Castano at: acastano@zellmangroup.com or (516) 625-0006, ext. 451.

2. CRM Tip of the Month ... from Jubin Thomas, CRM Services Manager

Taking 'Control' Of Your CRM Initiatives

There's an old adage when it comes to cooking pasta: Just throw it against the wall, and if it sticks, it's done. Seems easy, yes, but this method is not reliable—overdone pasta sticks too. Unfortunately, when it comes to CRM, there are companies that use similar marketing strategies: Send out a mailer to anyone and everyone in your database, and then pray you get a return on your investment.

Rather than a one-size-fits-all CRM strategy, you strategically should choose the customers you target based on available data, including recency, monetary and frequency variables. Specifically, your "control" file, the analysis of customers who did NOT come into your store, is a significant factor that helps measure the strength of your campaigns. For example, one of our clients was able to gauge that, in a recent campaign, the mailed piece responded at a rate of 13.5 percent, while the control file responded at 8.8 percent. The pre-conceived notion for this mailer was that the company's "best" customers would respond at a high rate anyway, and the variance would not be as large, but the control file was able to show that the variance was just as large, and even the best customers need an offer to entice them to come into stores. Therefore, the control file—and the proper analysis of it—became critical in valuating the company's marketing program.

For more information regarding Campaign Analysis, including measuring a control file, please contact KWI-CRM at: crm@kwi.com or (516) 621-2400, ext. 367.

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3. KWI Merchant Services Tip of the Month ... from David Drucker and Phyllis Gricco

Minimizing Credit Card Chargebacks

The definition of a chargeback is when a cardholder disputes a charge posted to his or her credit card account. Chargebacks can occur for various reasons, such as when goods or services are not provided as expected or when a purchase was not authorized by the cardholder (fraud).

You should be able to avoid the vast majority of chargebacks by providing good customer service and ensuring that your products and/or services are advertised and delivered, as promised. For those chargebacks related to fraud, there are precautions you can take to help minimize these instances, and it is up to all merchant account holders to educate their staff to follow credit card procedures diligently.

In environments where the business is accepting and swiping cards at the time of the transaction, there are several simple steps that can be taken:

- Always compare the signature on the receipt with the signature on the back of the card.
- Always examine the card to ensure it is not altered or suspicious looking.
- Request identification such as a license or some other picture ID.

In situations where the business is taking credit cards without the customer present (via telephone or Internet, for example), the chance of fraud-based chargebacks is much greater. It is very important for these businesses to put systems in place to help determine legitimate charge activity:

- If appropriate, call customers to confirm their order if the billing and shipping or contact addresses do not match.
- Ask for the code number on the back of the card (or front with American Express®) to confirm that the card is in the customer's possession.

Remember, if you receive questionable orders, always call to confirm with the cardholder, and if you have reason to believe that a card is fraudulent or otherwise questionable, call the card issuing company for a voice authorization.

For more information regarding chargebacks, please contact David Drucker, President, KWI Merchant Services, at: ddrucker@kwi.com or (516) 621-2400, ext. 720.

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