

Increase Customer Loyalty with Targeted Campaigns



Being successful in retail is all about delivering personalized experiences to consumers. While physical stores continue to play a key role, a fundamental shift from a channel-centric to a consumer-centric approach is transforming the retail landscape. In such a consumer-centric environment, it is only logical that retailers look for new and smart ways to engage with each individual consumer, at every touchpoint and at every step in the consumer journey.

DRIVE LOYALTY WITH FULL CONSUMER INSIGHT

Vynamic Engage is a software-as-a-service (SaaS) solution that revolutionizes how retailers drive consumer engagement. It generates and manages holistic consumer profiles by collecting, combining and analyzing all kinds of consumer and transactional data. This enables retailers to obtain a 360° view of consumer behavior and enhance their consumers' shopping experiences at every touchpoint of the journey—using targeted promotions and real-time campaigns across all channels.

TURN CONSUMERS INTO BRAND ADVOCATES

Vynamic Engage enables retailers to deliver personalized, convenient consumer experiences across all (mobile) touchpoints and channels. With a single view of all consumer activities, one can offer personalized programs and campaigns that interact with consumers wherever they are. Design, automate and monitor multi-step engagement campaigns based on high-precision targeting, delivering exactly the right interaction at the right time in each consumer journey.

BUILD A STORE-FOR-ONE

Consumers increasingly demand a tailor-made, personalized experience. In fact, they want to be shopping in their own 'store-for-one.' With Vynamic Engage, retailers can achieve unsurpassed levels of personalization by delivering highly relevant and compelling interactions in real time. Drive consumer satisfaction and maximize lifetime value by targeting the right consumers using the full potential of this solution. Vynamic Engage ensures retailers have all the tools needed to harness the right data at the right time, in order to deliver unique, personalized moments of delight that will keep consumers coming back for more.

HIGHLIGHTS

Business Benefits

- Leverage consumer data and transaction histories into holistic consumer profiles, enabling full consumer insight and relevant, personalized interactions at every touchpoint.
- Available as-a-service based on a subscription fee, cutting complexity and reducing total cost of ownership for your retail IT assets.
- Drive engagement and loyalty by personalizing every step in the journey, providing a store-for-one experience for each individual consumer.
- 100% cloud-based and open for collaboration with your existing digital ecosystem.
- Supported in over 130 countries by our experienced local staff.

Technical Benefits

- Comprehensive data exchange options to enrich and retrieve data stored in holistic consumer profiles.
- Native Azure Cloud technology and a micro-services-based architecture supporting a reliable, scalable best-of-breed strategy.
- Open APIs for flexible integration with your existing IT assets and mobile consumer loyalty apps.
- Fully POS agnostic, leveraging your investments in any 3rd party POS system.
- Optimized UI/UX tailored for maximum staff efficiency on any HTML5-supporting device.
- Reward consumer loyalty and increase consumer spend levels, while leaving your existing IT infrastructure in place.

VYNAMIC RETAIL SOFTWARE SUITE

With over 40 years of experience in retail, Diebold Nixdorf provides a set of comprehensive solutions to accommodate the needs of global retailers, both today and going forward. With the Vynamic Retail Software Suite, we offer a service-oriented software solution that seamlessly supports the entire omnichannel retail flow, including POS transactions, self-service checkouts, mobile consumer apps, payment processing, order management, merchandise management, customer engagement and customer loyalty.

The Vynamic Retail Software Suite is designed on modular principles and can be integrated—fully or partially—into existing retail infrastructures to support consumer touchpoints in multivendor environments. As a result, this software suite is successfully serving customers like Ikea, Tesco, s.Oliver, Uniqlo, Kiabi and other leading global retail organizations.

Diebold Nixdorf also provides a complete portfolio of hardware solutions, including POS systems, cash-management and selfscanning devices and reverse-vending solutions, as well as an experienced service staff in more than 100 countries to support retailers in their business operations 24/7.

WHAT IS DN VYNAMIC?

DN Vynamic is the first end-to-end connected commerce software portfolio in the marketplace. Traversing mobile, ATM, POS, branch, kiosk, and online, DN Vynamic is a system of consumer engagement powered by data and analytics and is cloud/SAAS ready when you are. Built to enable the connectivity businesses of the future require, DN Vynamic extends beyond omnichannel to enable banks and retailers to create seamless, secure, personal connections across the digital and physical channels of today and tomorrow.