

CCS Bulletin



CCS Retail Systems
"Your Bridge With Technology"



The 12 Tips Of Christmas From CCS Retail!



Happy Holidays from CCS Retail Systems.

We have some Great Ideas to share with you. *We hope to help by sparking more traffic and sales for you.*



Groupon [link](#)

An ideal combination of your products and a very successful coupon promotion program. Quick responses are typical.

Shopper Suggestion Lists

Many people are not shoppers. Have a "list" of suggestions for them based on gender, age, hobbies, interests.

Gift Cards [link](#)

One of the top holiday purchases and growing. Creates new, and secondary traffic.

Customer Connect [link](#)

Complete marketing at low entry cost. Keep your customers informed. Easy and quick..

12 Days of Christmas

Do a special starting Dec 1. Offer a special each day. Send out Customer Connect email the day before..

Display and Signage

Make it easy to find their gift. . Group items together, make holiday categories like stuffers.

Free Gift Wrapping

Hire high school kids and/or seniors that want to make some Christmas money.

Special Activities

Offer workshops, or have a charity day and donate a % of profit to that charity

Item Placement

Keep specials and Best Sellers close to the registers.

Create Group Packages

Grab bags of specials and packages of things that customers usually buy together.

Generous Return Policy

They are more apt to buy something with a good return policy.

Extended Hours

Notify customers with emails, flyers stuffed in bags, large signs in the store, and on customer displays.

CCS Retail Systems

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Special Points of Interest:

- > The 12 Tips of Christmas.
- > 0% - 12 Months Same as Cash Leasing Special.
- > Custom Connect Now Available.
- > New Features and Releases Coming Soon!
- > SmartAlerts@ Operations Monitoring

Help us improve our Internet presence

Send us an email and answer these two questions. The best submission earns a free support half hour worth \$65.

My initial search for CCS Retail Systems used the following search words:

I would now look for CCS Retail with these search words:

sales@ccscentral.com



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The Only Email Marketing Tool Built for Retailers!



Retail's First Integrated Email Marketing Tool

Fully integrated to CounterPoint V7 and CounterPoint SQL, Customer Connect is fully loaded with the features and functionality needed for retailers and gives you the data needed to effectively market to your customers.

Send targeted emails using purchase history and other customer data

Only Customer Connect has access to your CounterPoint data to create lists based on customer shopping history, customer category, preferences and more!

Use innovative auto-responders to save you time by doing the work for you.

You can easily create email campaigns that will launch using data from CounterPoint. Customer Connect comes pre-loaded with "we miss you" and

"welcome" campaigns that you can set and forget!

See which campaigns have people buying

In addition to seeing who is opening and reading your emails, Customer Connect uniquely shows you the sales being driven by your campaigns. Customer Connect has robust campaign reporting like other email tools, but also includes your sales and gross margin data from CounterPoint.

Some Recent CCS Blog Articles.



Christmas Is Coming - The Shoppers Fill The Mall

It's almost Thanksgiving and then comes the holiday onslaught. You're probably prepared by now or well on the way to being there.

So here's a question. *Are you prepared for your Christmas customer?*

Keep in mind that your Christmas customer is different from your day-to-day customer. Your regular customer is likely to be someone who knows, understands, enjoys and uses what you sell. Your Christmas customer is a "gift giver" rather than the consumer. [Read More ...](#)

What's Different for This Year's Holiday Shopping?

According to the National Retail Federation, shopping trends for this year's holiday season are encouraging for retailers. Although shoppers aren't ready to declare an end to the recession, sales are expected to exceed last year's numbers by a small amount, up from an average of \$681.83 to \$688.87 per person.

[Read More ...](#)

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CounterPoint Features and Specials: SmartAlerts, Leasing..



CounterPoint SmartAlerts™ leverages mobile technology to provide

retailers information about their stores as it happens.

Providing you with instant intelligence, CounterPoint SmartAlerts is a unique service that analyzes your CounterPoint data and transactions. Alerts can be configured for your business, and sent via SMS text or email when SmartAlerts discover an action that falls outside the thresholds you establish.

These alerts help you watch your business at all times. Immediate action can be taken against potential bottom line problems. Even if you are in the store 24/7, knowing the second these events are hap-

pening can make a significant difference. In addition, it enables an owner or store manager to stay connected to the store activities when they are away.

SmartAlerts is a one-of-a-kind solution that is fully integrated with CounterPoint. From a single-site to multiple sites, SmartAlerts is your operation's eyes and ears. Now you can be at all places at once.

Passport Software End of Year Updates

The Year End update for PBS™ V11.7.9 has been released as PBS™ Version 11.8. Please make note: Year-end PBS™ Version 11.8 will be the final update for the PBS™ V11 product.

PBS™ Version 12.00.08, which includes the Year End Update for 2010 tax processing is already available.

These updates are available to PUP current users only.

Contact CCS Retail Support for more information.


If you use *RealWorld Classic*, or other accounting software, attend a Passport Upgrade/Conversion seminar soon. See the schedule on our [Webinar pages](#).

Leasing Special: 0%- 12 months Same as Cash

Special offer! Make the Changes you need for the Busy Season NOW!

Click [here](#) for Details.

CCS News Feeds

 Keep current with CCS Blogs, Specials, and News.

Click [here](#) for Details.

Contact us today for more information on these products!



Blogs
will change
your business

CCS Posts Weekly Blogs that have Tips and Advice for all areas of your Retail Operations. Now over 480 Articles on Marketing, Sales, Customer Service, Accounting, Technical Topics.

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