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Please [email us](#) – we love to respond!**

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The Improvement is Automatic!



With postal rates increasing, it gets more and more costly to send out customer mailings that don't arrive. To help you maximize your mailing budget, KWI is moving to a new level in CRM service that will greatly enhance your customer communications. Starting this June, KWI-CRM will automatically validate the postal addresses on your customer records on a daily basis.

Our new, automated program takes the postal address for each customer record created at POS, and sends it through a verification engine using address information from the United States Postal Service. If a postal address is correct as is, or just needs some minor fine tuning, it will be identified as valid. But if it is deemed unmailable, it will be "flagged" as an invalid address. Each record receives a code that allows us to translate the number of records with a bad address, city, state or zip code. The compiled data will tell us what occurred with each record, so you can see where the problems are — and work with your associates to fix them.

With this new feature, we can assist you in creating highly accurate lists for your most recent customers. In CRM, recency is one of foremost indicators of response. Your ability to communicate with your most recent customers immediately is a valuable tool in relationship building. And because the process is automated, you no longer have to wait until the end of the week for address verification.

For your further convenience, we've made sure the setup of this process is quick and easy — no manual involvement required.

Of course, we're not stopping here. Automated Address Verification takes us one step closer to our next endeavor: automation of De-Dup. Once all addresses in your file have been verified and standardized, we will eliminate duplication of customer records. Our advanced technology lets us find matches at different levels (e.g. exact match at first name / last name / address or just exact match at address level), as well as matching by phone number and e-mail address. This process will be up and running by the end of June, and will result in cleaner files and even more cost-effective customer mailings.

For more information on postal address hygiene and customer record de-duplication, please contact KWI-CRM at 516-621-2400 or e-mail us at: crm@kwi.com.

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Update: FootPrints Issue Tracking System – the Latest



It's been a few months since the final component of FootPrints, our advanced request and issue tracking system, went live. Here's an update on recent developments:

Direct FootPrints Access

Accounts have been created for all customers, to facilitate viewing of complete information about request and problem tickets related to POS and Back Office. Many customers are enjoying the significant benefits of this access, which includes the ability to track the status of all active tickets and run custom reports. If you're not yet taking full advantage of FootPrints, please contact your KWI Client Representative to receive your login/password and schedule a brief tutorial.

Real-time Priority-1 POS Alerts

We've enhanced the system with the ability to send automatic e-mail alerts for Priority-1 POS problem tickets. This feature allows appropriate personnel to be immediately notified any time a major store issue is reported to KWI. Alerts are sent to a standard e-mail distribution list administered by customers and contain vital information about the issue, including store #, problem description and KWI Help Desk agent name. Combining these real-time alerts with the direct FootPrints access described above gives corporate customers a powerful tool for tracking their hottest store issues from start to finish. To start receiving real-time alerts, just follow these two simple steps:

1. Setup the e-mail distribution list:
kwialerts@<customer e-mail domain>
2. Contact your KWI Client Representative to

enable the feature

Just like all of the systems supported at KWI, we will forever be tuning and enhancing FootPrints to deliver the best in request and issue tracking technology to you, our valued customers. It's just the beginning.

*For more information contact Kevin Pfeifle at:
kpfeifle@kwi.com.*

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Meet Part of our Development Team!



Name: **Avrum Weinberger**

Position: **Programming Manager**

Joined the KWI team: November 2000

Credentials: Over 7 years of technical experience (retail) in programming, database administration and support of several POS retail systems (Fujitsu, STS Coalition).

Most interested in - at work: Problem solving with practical solutions.

Most interested in - at play: Making music (piano), traveling, swimming and playing with my sons.

Personal motto: **"Don't be afraid of new challenges, everything is do-able and if there is a will you will find a way."**

Most memorable experience: The birth of our 4 boys.

Favorite book: Talmud

Most prized possession: Family, my wife and 4 beautiful sons.



Name: **Felix Fikhman**

Position: **Senior Programmer**

Joined the KWI team: September 1998

Credentials: Nine years experience developing, debugging, researching and designing applications, as well as database administration.

Most interested in - at work: Researching and learning new things.

Most interested in - at play: Poker, traveling, reading, night clubs, music, Broadway shows.

Personal motto: **"Do what you say and say what you do."**

Most memorable experience: The day I came to America.

Favorite movie: The Usual Suspects

Favorite book: The Warlord of Mars



Name: **Isaac Padawer**

Position: **Lead Programmer**

Joined the KWI team: August 2003

Most interested in - at work: Getting the job done right

Most interested in - at play: Spending time with my family, biking, catching a game at Yankee Stadium.

Personal motto: **"Treat others as you would like to be treated."**

Most memorable experience: My wedding; the birth of my children.

Favorite movie: The Shawshank Redemption, Old School

Favorite book: The Runaway Jury by John Grisham

Most prized possession: My family



Name: **Stephen Hoffman**

Position: **Senior Programmer**

Joined the KWI team: September 2006

Credentials: More than 11 years of software development experience; B.S. in Computer Science.

Most interested in - at work: Engineering simple solutions to complex problems.

Most interested in - at play: Spending time with my family.

Most memorable experience: The first time I met my wife.

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KWI Teams Up with Ron Herman The Ultimate LA Retailer



If LA is the epicenter of California style, Ron Herman is the ultimate hotspot. The store is celebrated for its mix of high fashion and casual basics, and is considered an icon of Los Angeles culture.

An early believer in the status and understated elegance of jeans, Herman understood the confidence in casual long before others caught on. He was among the first to conceive a retail concept around designer denim, and successfully introduced the category of sophisticated jeans sportswear, which has come to define the Los Angeles Look. Ron Herman understands the California Dream, and knows how to deliver it to his fashion-wise customers.

The dream took shape in 1976, when Ron Herman purchased the women's business he had built at the Fred Segal Center on Melrose Avenue, and Ron Herman Inc. was born. Additional stores in Brentwood, Beverly Hills, Costa Mesa and Malibu have since followed, and a Las Vegas opening is in the planning stages.

In 2002, the Free City brand was created; a Free City Supershop was opened in Malibu in 2005. Also that year, Herman launched his online store www.ronherman.com, dedicated to giving customers access to the full Ron Herman experience. The end of 2006 saw the re-launch of the More collection of T-shirts designed by Ron and his wife Carol and sold exclusively in his own stores.

Herman's most recent innovation is teaming up with KWI for total retail and distribution system support.

We're pleased to be recognized for excellence by this retail visionary. Now, as the song goes, our California Dreaming is becoming a reality.

For more information contact Dan Markowitz at: danny@kwi.com.

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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 Stuart Levine and Kimberly Bloomston

Protect Your Customers from Identity Theft

Identity theft is not as uncommon as you may think. According to the FTC website, as many as nine million Americans have their identities stolen each year. New advances in technology coupled with the Internet marketplace could make identity theft your customers' biggest security concern.

Here are some simple steps your company can take to deter identity thieves:

- Don't throw away forms that contain customer information - shred them!
- Store Batch Summaries and Media in a secure location.
- Include the Authorization # on each Credit Card imprint in order to ensure that it can only be used with that particular transaction.
- Verify that the customer's signature matches the signature on the back of the credit card. If the customer did not sign their credit card, ask for identification.
- Ask customers for identification when they use a personal check.

Ensure that all Associates are aware of the seriousness of this crime.

Implementing these policies will put pressure on identity thieves. Be certain that someone is checking for compliance in these areas. It only takes one mistake to put your customers at risk. Don't let thieves turn your customers into victims!

For more information contact Kimberly Bloomston at: kbloomston@zellmangroup.com.

2. CRM Tip of the Month ... from Claude Johnson and Jubin Thomas

Is Their First Purchase Also Their Last?

KWI-CRM recently did extensive analysis on the first and last purchase of a customer base. Overwhelmingly, when retailers don't focus special efforts on new customers, we see a staggering number of customers whose first purchase turns into their last purchase, ever!

Why is this occurring? Is the level of service in these stores so bad that customers are storming out, swearing never to return? Or perhaps they don't like the décor? Doubt it. It's happening because they are not being communicated with properly.

Surveys have shown that the primary reason a customer doesn't come back is "nobody asked me to come back." If new customers walk into your store, and are immediately thanked for being a new customer, that makes you stand out amongst all the other retailers that let them just walk away.

For one KWI client, our statistics showed that in a 6-month time period, only 15% of new customers re-purchased. So it's not that the remaining 85% hate the level of service, they just don't think you have them at the top of "your shopping list."

Let us help you connect with your new customers in the most effective way. For more information on KWI-CRM and First/Last transaction analysis — please contact us at crm@kwi.com or call 516-621-2400 ext. 367.

3. App Facts ... from the Application Support Team

How can I receive/distribute/transfer merchandise if I've already taken inventory?

When a physical inventory is booked, the new count takes effect the morning of the book date. The slate is wiped clean and the beginning inventory values are reset. If you do not want the transaction to affect your new inventory count, be sure that the effective date of the transaction is *before* the book date of your physical inventory. The transaction will affect your shrink, but not increase or decrease your on-hand values.

For more information contact Application Support at: appsupport@kwi.com.

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