

## GBmobile iPad CRM



Access key customer information to provide enhanced customer service to your most loyal customers. Know your customer, make the sale.

The GBmobile CRM/Clienteling module provides a single, centralized solution for retailers to manage all aspects of customer relations. Store associates can assist their customers on a more personalized level by recording their preferences and buying habits. Build and cultivate a profitable relationship with your customers. With all customer information at their fingertips, store associates can provide an exceptional shopping experience.

Global Bay's Mobile CRM module is a part of the GBmobile Retail Suite which lets retailers cut the cord and allow Store Associates to move freely about the store to conduct core retail operations.

Understanding how to service an increasingly demanding and intelligent consumer is vital to a retailer's success, impersonal service can deter customers from making purchases or even returning to the store. Retailers that fail to capitalize on the ever-growing need for personal attention will fall behind as those that leverage technology and innovation speed ahead.

### BENEFITS

- Make quicker and better business decisions based on real-time customer history
- Personalize every interaction with the customer
- Utilize relevant promotions and incentives to cross-sell and up-sell customers based on past history and known preferences
- Integrates with Point of Sale system to complete entire life-cycle of sale

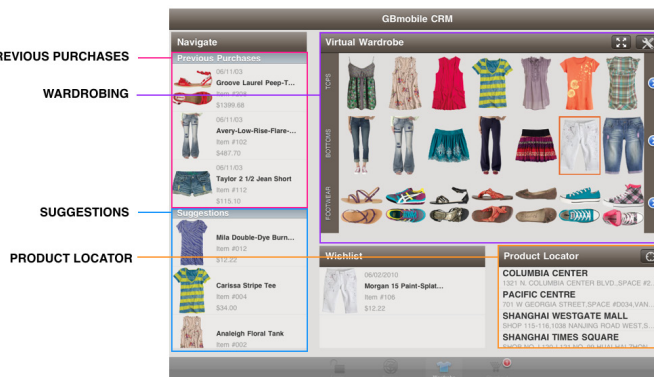


### IPAD CRM FUNCTIONS

- Mobile checkout
- CRM/eCommerce integration
- Customer wish list
- Product showcase spinner
- Suggested selling
- Appointment scheduling
- Customer purchase history

### CORE GBMOBILE FEATURES

- Back-end agnostic
- Online/Offline capable
- Seamless integration
- Multi-language support
- Mobile printing
- Credit card processing
- Barcode scanning



## GBMOBILE RETAIL PLATFORM

All GBmobile Retail Modules runs on our patented mobile platform that allows retailers to protect current investments and leverage existing technology while adding the benefits of mobility. The GBmobile Retail Platform can integrate with almost any operating system, network, or backend system facilitating quick and easy development and deployment. In addition to being hardware agnostic, each GBmobile module is highly configurable and can be customized to meet the business needs of any retailer, including but not exclusive to: grocery, apparel, footwear, wholesale, and specialty.



## APPLICATIONS

Global Bay provides retail solutions for the consumer, store associates and executives. We enable you to leverage the proliferation of mobile devices to improve customer experience and customer service, increase brand awareness and revenue, raise productivity and deliver real-time intelligence.

All GBmobile applications have been developed on the award-winning, patented GBmobile platform. All modules can be customized and configured to fit the way you do work and can run on Apple, Windows Mobile and Blackberry devices.

store	consumer	executive
mPOS	Consumer Connect	Flash Sales
CRM	mCommerce	Task Mgmt.
Inventory Mgmt.	iPhone Apps	Store Walkthrough
Custom Apps	Custom Apps	Custom Apps

## THE GBDIFFERENCE

Why our customers choose us.

### Unified Platform for multiple audiences

GBmobile is a single platform for multiple deployments. The same system can be used for deploying an in-store mobile point of sale solution and a consumer facing iPhone application.

### Leverage your existing retail systems

GBmobile integrates seamlessly with any back-end system, allowing you to protect current investments and leverage existing technology while adding the benefits of mobility.

### Readily available configurable applications

GBmobile applications are all out of the box and ready to deploy. However our technology allows the applications to be easily customized and configured to exactly fit the way you do work.

### Rapid time- to-market

The significant built-in features of GBmobile along with its seamless integration capabilities ensure that each deployment is rapid and easy, ensuring that you are able to recognize a quicker return on investment.

