

OBASE CRM SUITE

Insights-Driven Customer Engagements for Omnichannel Retail



Boost your customer value with insights-driven engagements

Retailers need loyal customers to grow their businesses more than ever now!

How can you grow your business in a more profitable way and in the meantime create more engaged customer experiences to build trust?

Obase CRM Suite empowers Retailers to boost their customer value with insights-driven engagements.



Why Obase CRM Suite?

Obase CRM Suite creates a true 360-degree view of your customer and actionable insights which allows you to increase your customer value.



**360°
Customer View**



**Omnichannel
Orchestration**



**Deep Analytics
& Reporting**



**AI and ML
Algorithms**



**Predictive
Segmentation**



**Personalized
Communication**



**Real-Time Value
Management**



**Ready-to-Use
KPIs**



**Orchestrated experiences on each channel with
AI-powered CRM Suite solutions.**

Key Facts

20M⁺

Loyalty Members

40K⁺

Stores & Channels

4M⁺

App Downloads

Meet Obase CRM Suite Solutions

Omnichannel Campaign
& Loyalty Management

Promni

Increase Customer Loyalty
by reshaping the customer
experience journey with
Obase Promni.

Customer
Data Platform

Obase CDP

Create a constant,
unified customer database
to target the most valued
customers with more
personalized offers.

Deep Analytics
& Reporting

Detailer CRM

Better business decisions
with ready-to-use &
actionable retail metrics and
AI-driven analytics.

