

Retail STAR Newsletter

January, 2008



Knowing Your Customers

Maintaining accurate customer records within Retail STAR is a great way to keep tabs on who's buying what from your store or website. Armed with historic information regarding your customers' location, purchasing history, and visit frequency, you can make better informed decisions regarding how and where to market your products, or perhaps reward some of your most loyal customers.

Take a look at the Customer options in the Maintenance menu. This feature allows you to create and maintain customer records with considerable detail. You can see across the screen that there are various tabs available for you to gather and store information regarding your customers, from basic information such as name and address, to more specialized information such as alternative shipping addresses, special pricing discounts, or frequent buyer details.

In-House Accounts is one of the key features that works alongside the Retail STAR Accounting module. You can establish an In-House account for a customer who can then charge to their account, or make payments to their account, via POS. When this is set up, it can also be used in Accounting to create quotes, sales orders, and invoices, and also apply a revolving credit to the account for outstanding balance.

If you have an Internet connection, you can e-mail your customers directly from the customer record, or access their website if you have that recorded. You can also send a 'bulk' e-mail to a group of customers based on criteria that you specify. This is a great way to reach entire groups of customers quickly. Or, if e-mail isn't an option, you can produce reports and print address labels for mailers, or export customer data to a file for use with Microsoft Access or Microsoft Excel.

Within Customer Reports, you have various options for selecting the data you want to see. For example, you can view detailed reports on all or some of your customers, view their purchase history, or see their account information and current balance.

If you have any questions regarding your Customer data, our team of Support Technicians are available to assist. To reach them, call 1-800-949-1470, and select option 6 from the menu.

You've Got Mail...

Using Labels or Export to Reach Your Customers

The Labels/Export function in Customer Maintenance allows you to print address labels for all or some of your customers, or export customer information in to a text file for further manipulation in Microsoft Access or Microsoft Excel. The two options provide two different levels of information:

- Labels will print Name, Address, City, State, ZIP code, and Country.
- An export file will contain Name, Address, City, State, ZIP code, telephone number, and e-mail address.

For further assistance with either of these options, please call our technical support team on 1-800-949-1470, option 6.

Retail STAR 7.5.126

Our current 'General Release' version of Retail STAR is 7.5.126 Service Pack 2 with Gupta SQLBase 8.5. If you are on an older version of Retail STAR and would like to upgrade, please contact Technical Support on 1-800-949-1470, selection option 6 from the menu, and a Technician will be able to assist.

STAR Word Search

T	L	A	B	E	L	E	E	S
N	O	D	Z	H	C	N	S	H
U	L	D	T	I	A	O	A	I
O	H	R	I	S	P	H	H	P
C	T	E	O	T	E	P	C	P
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E	M	A	N	Y	S	E	P	G
G	E	X	P	O	R	T	Y	Y
Y	T	I	C	P	C	D	H	T

**CUSTOMER NAME ADDRESS
TELEPHONE CITY ZIP
LABEL EXPORT ACCOUNT
SHIPPING PURCHASE HISTORY**