



MyCustomers™ 1.0

What is SR2 MyCustomers™? It is unique software that uses MyKAD to track your current and/or future clients. Do look SR2 MyCustomers™ as another tool for your marketing campaign program. The demographic information stored in MyKAD shall give you an extra mile to understand your target market at a better perspective.

If you are in a retail business or simply provide services to your clients, SR2 MyCustomers™ is what you need to spice up your sales. Imagine this, it is a basic business trade to give sales or discount in your business over the items or services you provided. But, what is the advantage over a basic sale you offer? Simply nothing besides the additional profit you may gain. What if you can get more than simply providing sales or discounts to your clients?

With SR2 MyCustomers™ you can collect basic demographic information of your clients from their MyKAD with every discounted items or services they bought from you. This basic information such as name, address, gender, religion, etc. can be used for your marketing purposes. How it works? For instance, if you are a restaurant owner and you want to create a customer-loyalty program, those who carry MyKAD shall gain additional discount over the foods they are enjoying from your kitchen. Having their basic demographic information with you, you can later ship them your gift certificates, discount coupons, brochures, etc.

Does it legal? It only be legal as long as you acknowledge your clients that their basic information will be captured and stored for your own future marketing purposes, and do so in writing, as long as they accepted with the terms and conditions you have set forth, you will be just fine.



Min System Requirement

Processor	Pentium III or better
OS	Windows 98, NT, 2000, XP
Hard Disk Space	10Mb
Memory	256Mb Recommended
CD Rom	Yes
Monitor	SVGA



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DESIGNED & DEVELOPED BY



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