

Rapid Opt-In Capture & Confirmation

Drive Traffic & Increase Sales

SPLICE Software's Rapid Opt-In Capture & Confirmation (ROCC) Program enables retailers to generate significant increases in revenue from both existing customers and prospects by capturing key contact data and permissions throughout the customer journey.

In-Store: Point-of-Sale & VIP Events

It has been proven that **opt-in customers spend over 170% more** than non-opt in customers. Customers want to receive important notifications related to their purchases; e.g. delivery updates, appointment reminders, and repair statuses, which makes it ideal to capture contact information and opt-ins during the transaction. Our two-step verification process ensures you capture all necessary permissions to enable outbound communications via your customers' channels of choice.

In partnership with 3 Keys VIP, we have created unique, in-store VIP event experiences for your best customers who have also opted-in. VIP events are promoted via outbound voice and SMS messaging, with a **95% overall contact rate**. VIP events have been shown to lead to a **90% average increase in sales from participating customers**.

Online: Dynamic Webform with Backend Authentication

Our online opt-in functionality is delivered via a proprietary webform, available for use at in-store kiosks, or housed within your website, which can then be linked in email and social promotions.

Marketing: Drive New Customers with Promotions

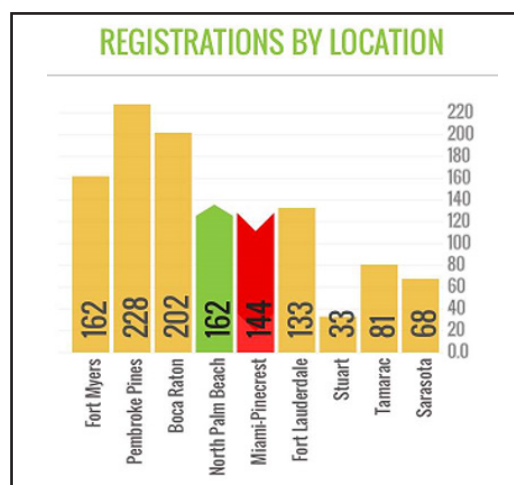
Reduce new customer acquisition costs with contests and promotions! Add a tracked link to your webform for your promotional materials to encourage new customers to opt-in, so they can be notified about upcoming special events and discounts.

LeaderBoard: Gamify Collection & Team Engagement

The LeaderBoard app is designed to motivate and reward staff for collecting customer preferences and opt-in permissions. With the LeaderBoard, staff can measure opt-ins live by store location, by sales rep or by collection channels, and access an intuitive visual tracker anywhere, at any time.

LOCATION	CODE	REGION	COUNT
125th Street	G1	NYC	156
125th Street West	G6	NYC	558
14th Street	H5	NYC	387
Abington	K7	PHE	382
Allentown	P6	PHN	633
Amherst	Q1	BUF	547
Baltimore Pike	L1	PHC	676
Big Flats	R4	ROC	284
Boston Road	M2	NON	64
Brick	E6	PHS	449
Bridgewater	F3	NIE	378
Bridgewater	FV	NON	75
Chickadee/Chickadee	J1	NYC	19

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"Over 95% of our store traffic signed up to become a VIP and over 86% of those gave us express consent to contact them in the future. We also signed up more than 100 new prospects - a huge success!"

- Store Owner, Lay-Z-Boy

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Rest Easy Knowing Your Customers Have Truly Opted-In

Capturing client contact information remotely or at point-of-sale (POS) is invaluable for use in customer service, marketing initiatives, and other key communications. SPLICE retail clients have experienced **nearly 50% opt-in rates** at POS, and another **10-15% opt-in at time of delivery**. VIP events led the way, producing a **90% opt-in rate for attendees**.

Leveraging customer information, however, is dependent on the certainty that contact information and opt-ins were knowingly provided by the customer. **SPLICE Software's Rapid Opt-In Capture & Confirmation (ROCC) Program** is designed to ensure ease of use and authentication of client opt-ins.

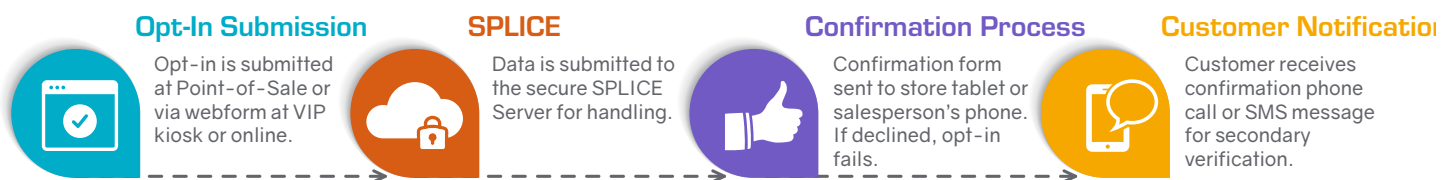
A double opt-in is your assurance that customer preferences have been submitted by the customer themselves. Customer data and opt-ins are then maintained within **SPLICE's Dialog Controller™** and your customer database, which makes it easy to leverage across SMS and voice dialogs for phone, AI-assisted devices like Amazon Echo and Google Home, and by your call center and/or in-store sales staff.

Workflows To Meet Your Needs

SPLICE's ROCC Program is built to ensure that your customers' preferences are captured with a highly secure, legally-compliant verification program. See below for an example workflow for a retailer that has implemented opt-in capture at POS, at time of delivery, and via online webform. This example includes traffic driven to the client's website via SMS campaigns, online promotions, advertising, and contests distributed via email. Please note, if the customer declines to opt-in at any time, either by saying "no" or simply not interacting with a tablet or cell phone, the lead capture process will fail and no data will be recorded into either the **Dialog Controller** or the client's database.

Benefits

- Increase sales from customers with an existing business relationship
- Convert new customers and prospects with opt-in message permissions
- Ensure opt-in compliance with two-factor authentication
- Control costs by leveraging existing devices for opt-ins and verification



For more information on our **Rapid Opt-In Capture & Confirmation Program** and other solutions for the Retail Industry, please call us.

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