



# Customer Self Registration for Cegid Retail

## Overview

Optimise your customer data management with our Customer Self-Registration app. This app enables customers to directly input their details, ensuring data accuracy and building a reliable database for targeted marketing.

By empowering customers to enter their own information, data integrity is improved, and manual errors are reduced. Integration with platforms such as Klaviyo facilitates data validation, customer engagement, and loyalty programme integration.

Real-time consent capture enhances CRM capabilities, allowing sales teams to focus on delivering superior customer service.

## Key Features

### Customer Information Capture

Streamline the collection of customer data with an efficient self-registration process.

### Customisable Fields

Tailor the registration form by including any required fields from the customer record, aligning with your brand's data needs.

### Loyalty Programme Integration

Seamlessly connect with existing loyalty programmes to enhance customer retention.

### Marketing Integration

Improve marketing effectiveness through accurate data and verified consent.

### Device Compatibility

Function across any touch-enabled customer facing screen, including iPads and tablets, for flexible deployment.

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