



SATURN SYSTEMS

"Solving Complex Business Issues through Software Engineering"

Enterprise Case Study: Point of Sales CRM Application

The Project... Maurices, a chain of more than 400 clothing stores in the U.S., contracted Saturn Systems to create a Customer Relationship Management (CRM) web-based application for use by all of their stores. Maurices envisioned an application that could be used nationally by all retailers under the Maurices corporate umbrella, thus providing a company-wide CRM standard.

The resulting application had to allow store staff to survey customers at the time of purchase using the existing point of sales system and an online survey form. Each retail chain required its own unique survey form containing questions designed by the chain's marketing staff. As a result, the administrative portion of the software had to provide for question and survey design on a per chain basis.



The Solution... The application was developed as a Microsoft .NET/SQL Server Web application, allowing easy deployment, updates and maintenance on a centralized server.

The Result... The application is widely used in all stores to collect names, addresses, birthdays and personalized notes on customers. Tens of thousands of names have been collected resulting in a powerful customer information database.

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Corporate uses the database to mail promotional materials while individual store managers use it to call individual customers regarding sales, arrival of new merchandise, and to stay in touch with their customer base. The new system is a huge success and has completely replaced a less effective paper based system.

About Saturn Systems... Saturn Systems is a national provider of software engineering solutions in the areas of device integration and enterprise technologies through our Rural Outsourcing business model.

Since 1990, Saturn Systems has created success through innovative application of technical expertise, a disciplined approach to project management, and a command of emerging technologies. Saturn Systems is a private company headquartered in Duluth MN, USA. For more information, visit our web site at www.saturnsys.com. *Outsource To America!*