

Transform The Way You Connect With Your Customers



Odysii is the world leader in solutions for marketing intelligence at the point of sale

Odysii marketing intelligence solutions enable businesses to communicate with on-site customers more effectively, with targeted, dynamic messages. Our solutions enable you to deliver the right content, to the right audience, at the right time, and the right place – to positively impact customer purchase decisions.

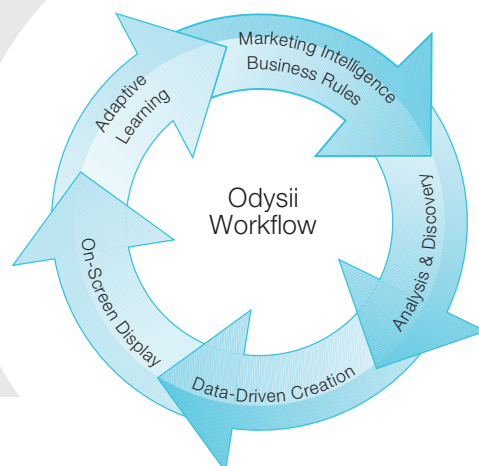
The Odysii solution helps improve your business performance

The Odysii Marketing Intelligence Platform is an ERP solution for marketing at the point of sale. It provides proactive sales and marketing management per store or branch location, enabling retailers, banks, hotels and other service providers to deliver the right product and the right product information to each of their customers at the point of purchase.

Odysii monitors business activity, identifies opportunities, and customizes marketing and sales campaigns in real-time, in order to reach out and motivate customers at key decision making moments.

Vision

Odysii envisions a retail world with real-time, customized, targeted marketing message delivery to on-site customers, where businesses can motivate end-customers at the point of purchase, in a way that advances sales, marketing, and service strategies.



Create Unique Interaction Opportunities with Your Customers

Odysii is the only solution that enables true communication to customers based on real information your business already possesses, combined with the presence of the customer at your location. The Odysii platform does not shout out random, preprogrammed messages at whoever happens to be on site.

Rather, Odysii takes information about your customer or business, and matches it with business rules you define; then, the platform triggers an action – delivery of a relevant message to the relevant person, at the relevant location. The result – more "buy" decisions, more effective use of space and personnel resources, and a better customer experience.

Benefits of Targeted Marketing at the POS:

- ▶ Increase sales; maximize up-sell and cross-sell opportunities
- ▶ Improve customer retention and loyalty
- ▶ Create a better customer experience
- ▶ Provide more value to customers
- ▶ Educate customers about services and products



Banking

Leverage the captive customer audience in each of your branches to communicate your message, promote your products, and increase your sales and customer loyalty.



Hospitality

Targeted communication to on-site customers increases upgrade rates, maximizes sales of additional services, and provides a superior customer experience.



Retail

Get the right products and promotions to your in-store customers. Communicate interactively and drive sales based on actual inventory levels and sales targets.



QSR

Provide relevant information, at the relevant time. Calm and entertain customers waiting in line. Drive messages based on real local conditions and business needs.

About Odysii

Headquartered in both Israel and New York, Odysii provides Fortune 2000 retailers, banks, government agencies, and other consumer-facing companies with proactive sales and marketing management technology that enables them to increase sales and deliver a superior customer experience.

