CLAIMS

1. An in-store customer engagement system, comprising:
   a retail processing device located in a store, wherein the retail processing device is configured to process transactions of a customer;
   a customer registration device configured to receive customer data from the customer and to register the customer with a customer relationship management (CRM) application of the store; and
   a first server communicatively coupled to the retail processing device and to the customer registration device, wherein the server is configured to transmit the customer data to the retail processing device upon registration of the customer with the customer relationship management application;
   wherein the customer data received by the retail processing device is associated with one or more invoices generated by the retail processing device, and wherein the one or more invoice correspond to the transactions of the customer.

2. The in-store customer engagement system of claim 1, wherein the retail processing device comprises a point of sale (POS) device, a tablet computer, a mobile communication device, a mobile POS device, a clienteling device, or combinations thereof.

3. The in-store customer engagement system of claim 1 or claim 2, further comprising a customer relationship management (CRM) module configured to execute the CRM application.

4. The in-store customer engagement system of claim 3, further comprising a second server communicatively coupled to the customer registration device, the customer relationship management module and the first server, wherein the second server is configured to:
   receive customer data from the customer registration device;
   send a registration request and the customer data to the customer relationship

management module to register the customer with the customer relationship management application;
receive a notification indicative of successful registration of the customer with the customer relationship management (CRM) application; and
transmit the customer data of the registered customer to the first server communicatively coupled to the retail processing device.

5. The in-store customer engagement system of any one of claims 1 to 4, wherein the customer registration device is configured to receive customer data from the customer via a web based application.

6. The in-store customer engagement system of any one of claims 1 to 5, wherein the customer registration device comprises a tablet computer, a personal digital assistant (PDA), a personal computer, a kiosk, a smart phone, or combinations thereof.

7. The in-store customer engagement system of claim 6, wherein the customer registration device is configured to identify the location of the customer via a location detection system.

8. The in-store customer engagement system of any one of claims 1 to 7, wherein the customer data comprises name of the customer, age of the customer, contact telephone number of the customer, address of the customer, email address of the customer, preferences of customer, demographic data of customer, or combinations thereof.

9. The in-store customer engagement system of any one of claims 1 to 8, wherein the first server communicates with the retail processing device through a communication protocol.

10. The in-store customer engagement system of claim 9, wherein the communication protocol comprises an extensible messaging and presence protocol

(XMPP), a web socket, a hypertext transfer protocol (HTTP) socket, or combinations thereof.

11. The in-store customer engagement system of any one of claims 1 to 10, wherein the retail processing device is identified by the first server with a POS identification number using a look-up table, a rule-based system, an identification algorithm, or combinations thereof.

12. The in-store customer engagement system of any one of claims 1 to 11, wherein the customer relationship management module is configured to generate one or more customized offers for the customer and to transmit the one or more customized offers to the first server.

13. The in-store customer engagement system of claim 12, wherein the first server is configured to transmit the received one or more customized offers to the POS device and wherein the customer can redeem the one or more customized offers at the POS device.

14. The in-store customer engagement system of claim 12, wherein the customer relationship management module is configured to analyze the customer data and transactional data of the respective customer to select one or more applicable rules from a rule engine to generate the one or more customized offers for the customer.

15. The system of claim 14, wherein the one or more customized offers generated by the customer event management module comprise product offers, discount coupons, award points, gift cards, or combinations thereof.

16. The system of claim 12, wherein customer relationship management module is a cloud-based resource.

17. A computer-implemented method for managing in-store customer engagements, the method comprising:

processing purchase transactions of a customer at a retail processing device;

receiving customer data from the customer via a customer registration device;

sending the received customer data to a customer relationship management module and to register the customer with a customer relationship management application; and

transmitting the customer data to the retail processing device upon successful registration of the customer with the customer engagement application;

further comprising associating the customer data to one or more invoices generated at the retail processing device, wherein the one or more invoices correspond to the purchase transactions of the customer.

18. The method of claim 17, wherein transmitting the customer data further comprises receiving the customer data by a first server and transmitting the received customer data from the first server to the retail processing device.

19. The method of claim17, further comprising generating one or more customized offers for the customer and transmitting the one or more customized offers to the retail processing device.

20. The method of claim 19, further comprising redeeming the one or more customized offers at the retail processing device.

21. A computer-implemented method for managing in-store customer engagements, the method comprising:

providing a customer registration device at a retail counter of a store;

processing purchase transactions of a customer at the retail counter using a retail processing device;

registering the customer with a customer relationship management application using the customer registration device;

transmitting customer registration data to the retail processing device upon successful registration of the customer with the customer relationship management application; further comprising associating the customer data to one or more invoices generated at the retail processing device, wherein the one or more invoices correspond to the purchase transactions of the customer.

22. The method of claim 21, wherein the customer provides the registration data via the customer registration device while the purchase transactions of the customer are processed at the retail counter.

23. The method of claim 21, wherein the transmitting the customer registration data comprises receiving the customer registration data by a first server and transmitting the received customer data from the first server to the retail processing device.