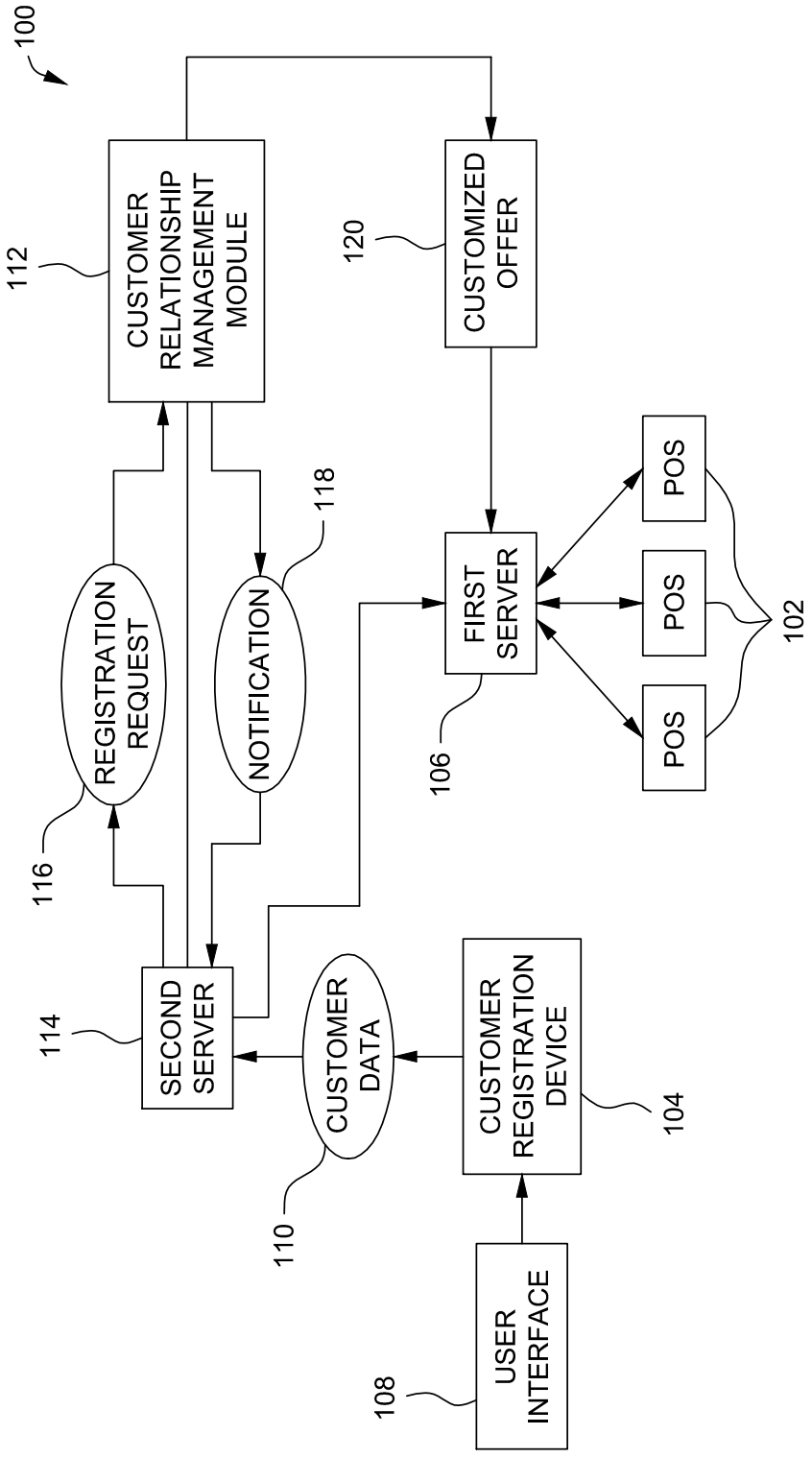

100
CUSTOMER RELATIONSHIP MANAGEMENT MODULE
112
CUSTOMIZED OFFER
120
REGISTRATION REQUEST
116
NOTIFICATION
118
FIRST SERVER
106
POS
POS
POS
102
SECOND SERVER
114
CUSTOMER DATA
110
CUSTOMER REGISTRATION DEVICE
104
USER INTERFACE
108

FIG. 1

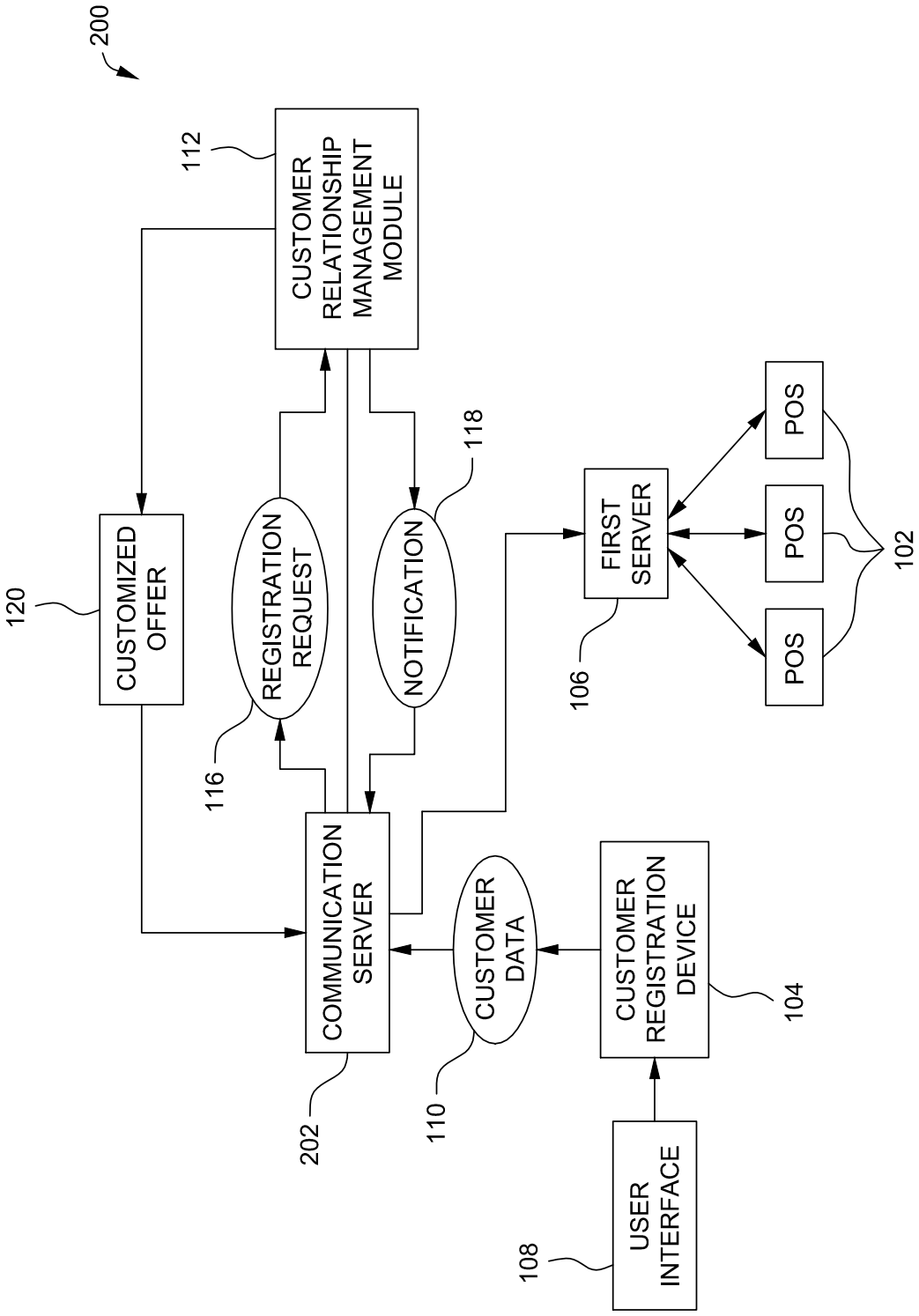

200
112
CUSTOMER RELATIONSHIP MANAGEMENT MODULE
120
CUSTOMIZED OFFER
REGISTRATION REQUEST
116
NOTIFICATION
118
FIRST SERVER
106
POS
POS
POS
102
COMMUNICATION SERVER
202
CUSTOMER DATA
110
CUSTOMER REGISTRATION DEVICE
104
USER INTERFACE
108

FIG. 2

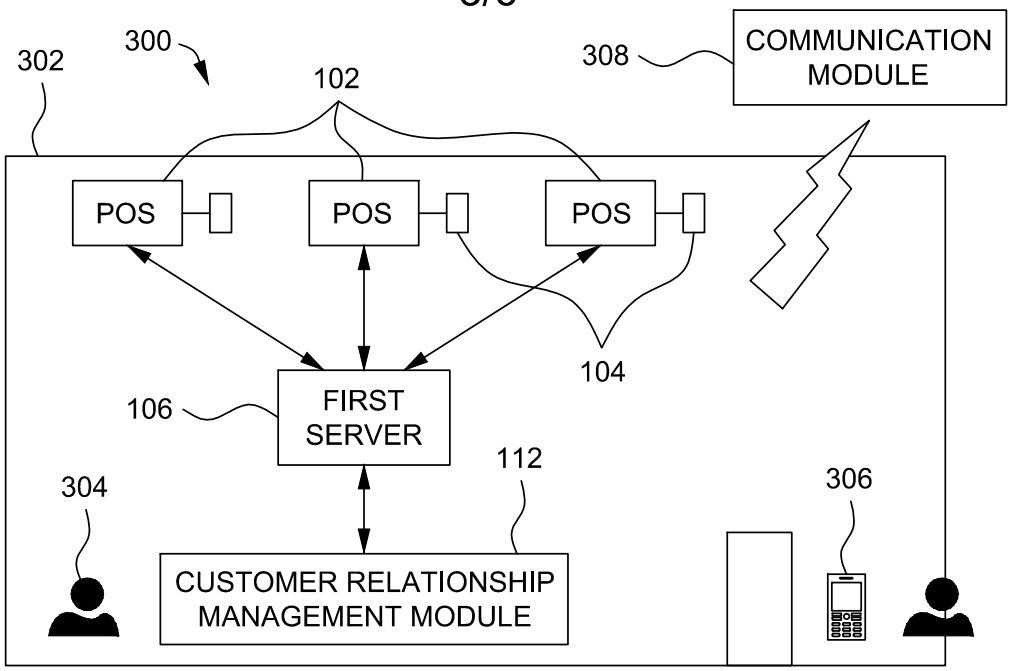

300
302
102
308
COMMUNICATION MODULE
POS
POS
POS
104
106
FIRST SERVER
112
304
306
CUSTOMER RELATIONSHIP MANAGEMENT MODULE

FIG. 3

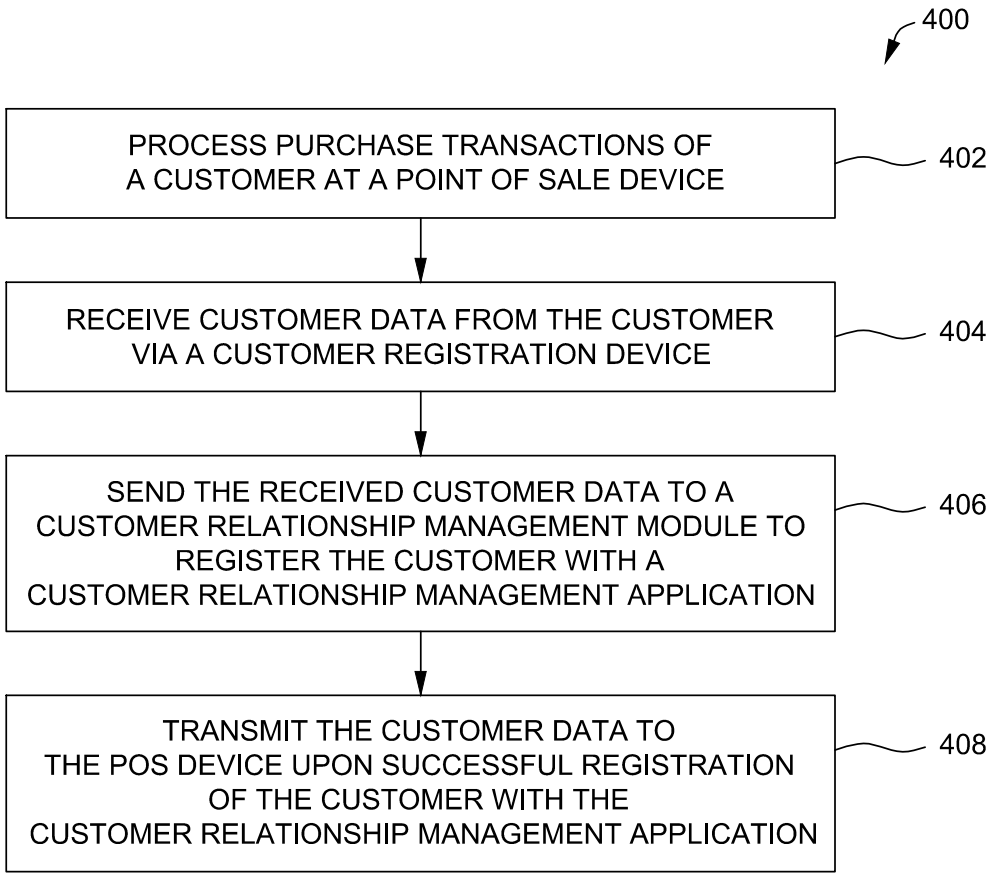

400
PROCESS PURCHASE TRANSACTIONS OF A CUSTOMER AT A POINT OF SALE DEVICE
402
RECEIVE CUSTOMER DATA FROM THE CUSTOMER VIA A CUSTOMER REGISTRATION DEVICE
404
SEND THE RECEIVED CUSTOMER DATA TO A CUSTOMER RELATIONSHIP MANAGEMENT MODULE TO REGISTER THE CUSTOMER WITH A CUSTOMER RELATIONSHIP MANAGEMENT APPLICATION
406
TRANSMIT THE CUSTOMER DATA TO THE POS DEVICE UPON SUCCESSFUL REGISTRATION OF THE CUSTOMER WITH THE CUSTOMER RELATIONSHIP MANAGEMENT APPLICATION
408

FIG. 4

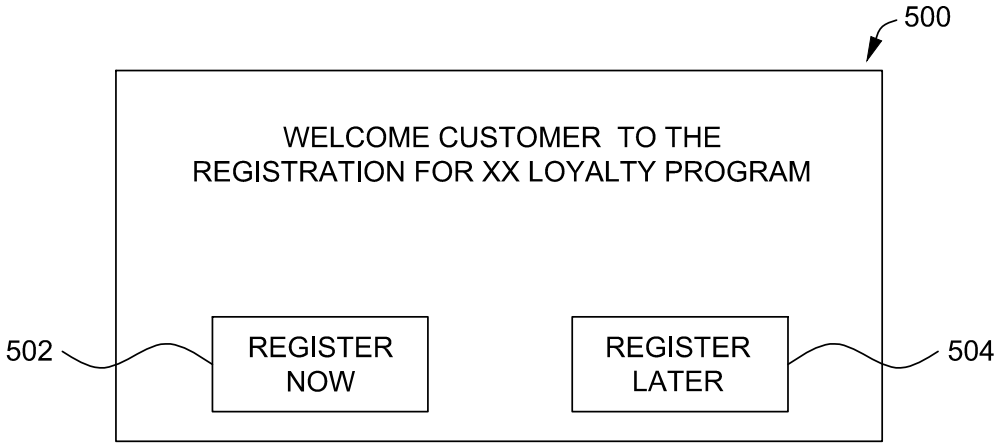

500
WELCOME CUSTOMER TO THE
REGISTRATION FOR XX LOYALTY PROGRAM
502
REGISTER
NOW
REGISTER
LATER
504

FIG. 5

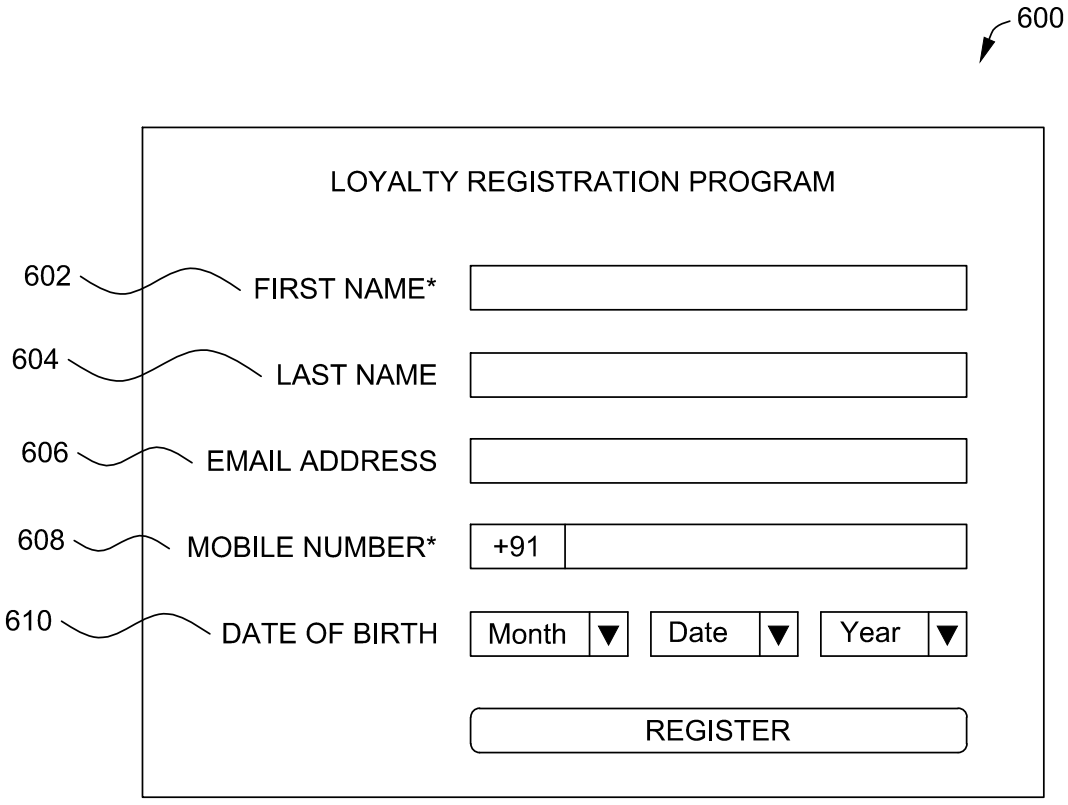

600
LOYALTY REGISTRATION PROGRAM
602
FIRST NAME*
604
LAST NAME
606
EMAIL ADDRESS
608
MOBILE NUMBER*
+91
610
DATE OF BIRTH
Month
Date
Year
REGISTER

FIG. 6

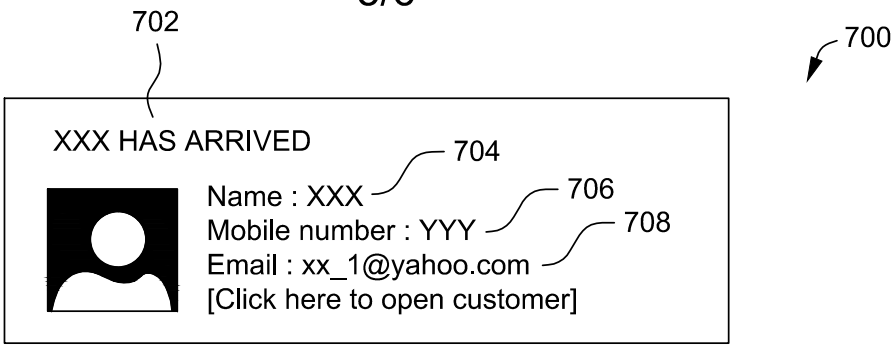

702
700
XXX HAS ARRIVED
704
Name : XXX
706
Mobile number : YYY
708
Email : xx_1@yahoo.com
[Click here to open customer]

FIG. 7

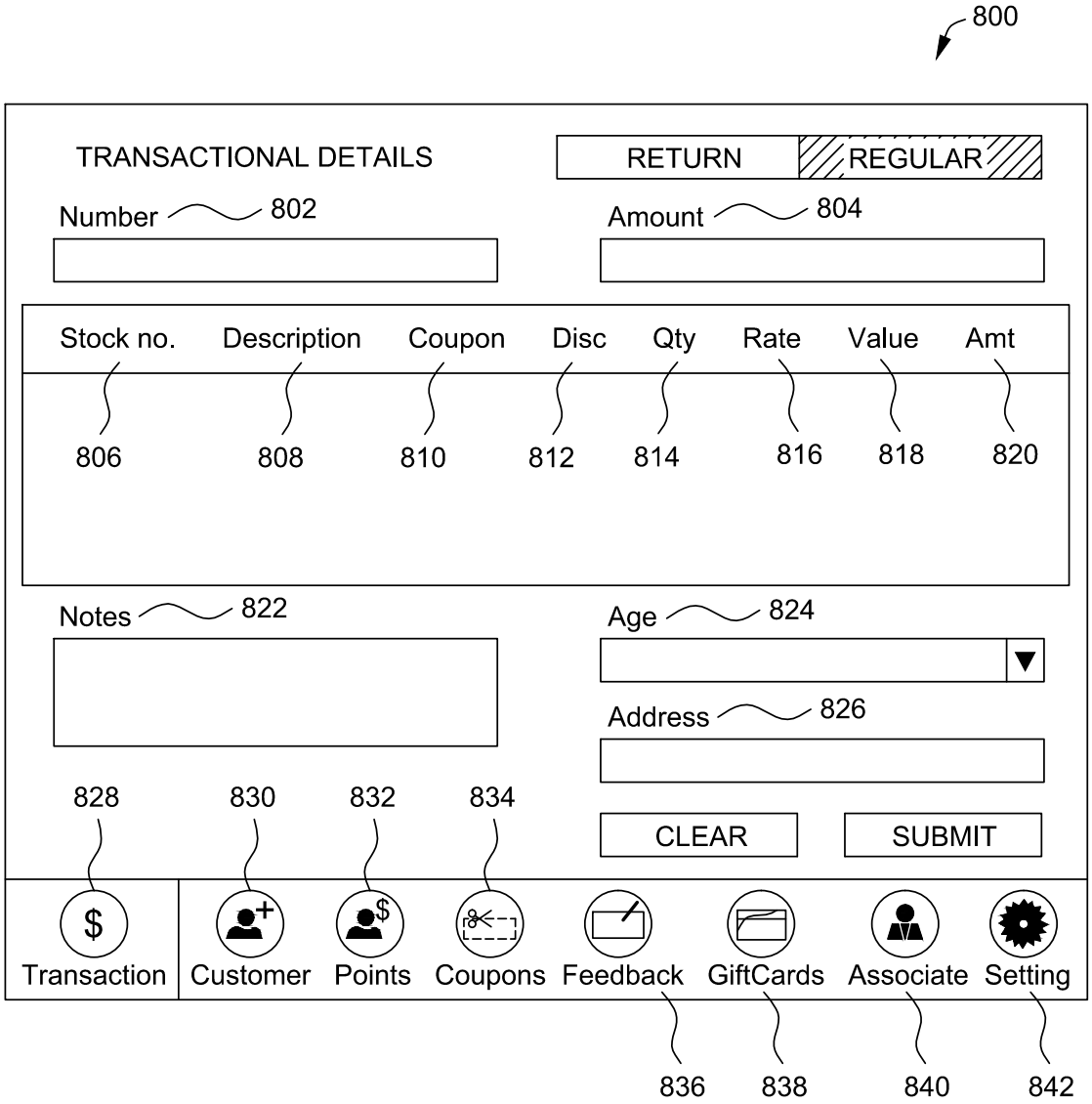

800
TRANSACTIONAL DETAILS
RETURN
REGULAR
Number
802
Amount
804
Stock no.
Description
Coupon
Disc
Qty
Rate
Value
Amt
806
808
810
812
814
816
818
820
Notes
822
Age
824
Address
826
828
830
832
834
CLEAR
SUBMIT
Transaction
Customer
Points
Coupons
Feedback
GiftCards
Associate
Setting
836
838
840
842

FIG. 8

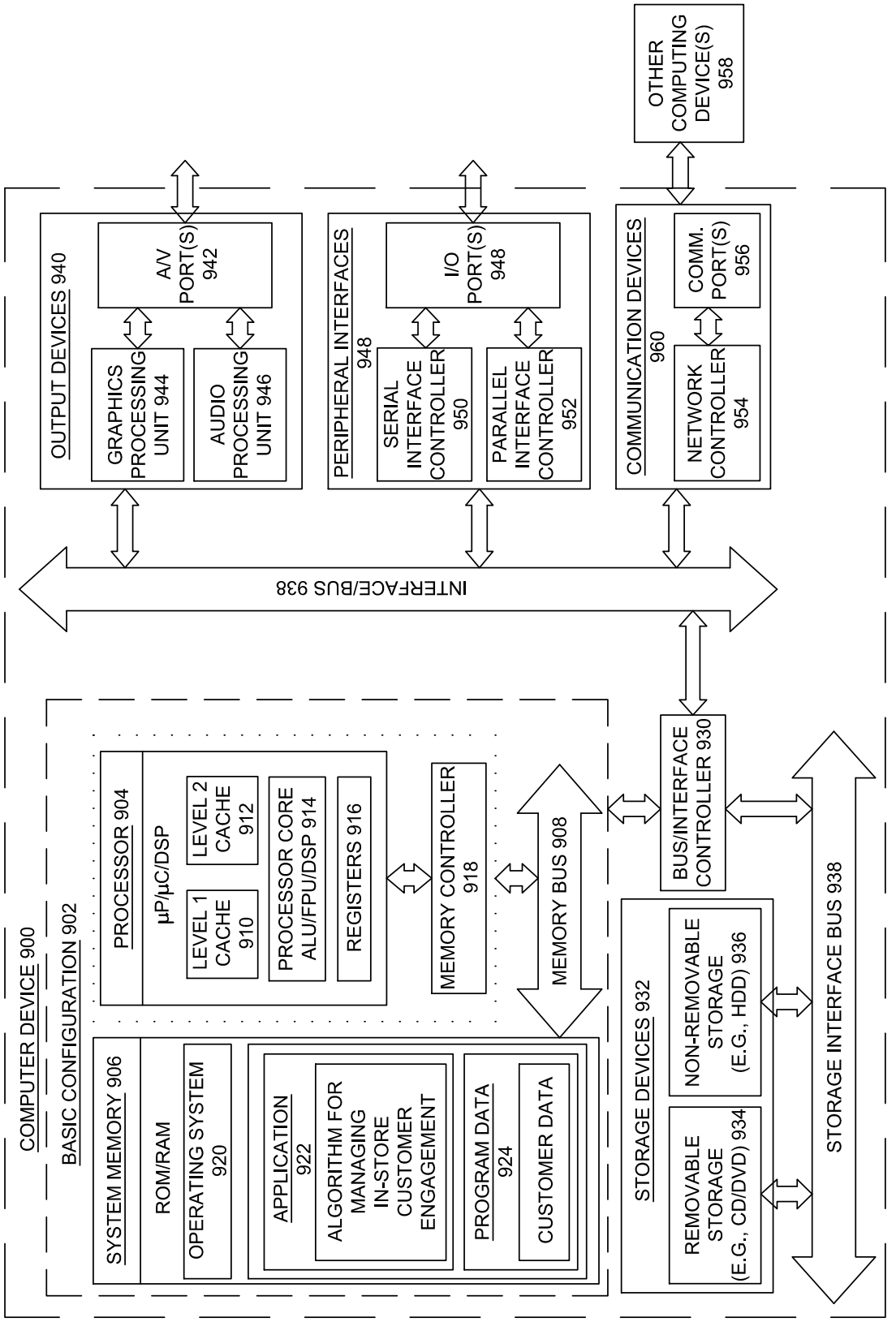

COMPUTER DEVICE 900
BASIC CONFIGURATION 902
PROCESSOR 904
µP/µC/DSP
LEVEL 1 CACHE 910
LEVEL 2 CACHE 912
PROCESSOR CORE ALU/FPU/DSP 914
REGISTERS 916
MEMORY CONTROLLER 918
SYSTEM MEMORY 906
ROM/RAM
OPERATING SYSTEM 920
APPLICATION 922
ALGORITHM FOR MANAGING IN-STORE CUSTOMER ENGAGEMENT
PROGRAM DATA 924
CUSTOMER DATA
MEMORY BUS 908
BUS/INTERFACE CONTROLLER 930
STORAGE DEVICES 932
REMOVABLE STORAGE (E.G., CD/DVD) 934
NON-REMOVABLE STORAGE (E.G., HDD) 936
STORAGE INTERFACE BUS 938
INTERFACE/BUS 938
OUTPUT DEVICES 940
GRAPHICS PROCESSING UNIT 944
AUDIO PROCESSING UNIT 946
A/V PORT(S) 942
PERIPHERAL INTERFACES 948
SERIAL INTERFACE CONTROLLER 950
PARALLEL INTERFACE CONTROLLER 952
I/O PORT(S) 948
COMMUNICATION DEVICES 960
NETWORK CONTROLLER 954
COMM. PORT(S) 956
OTHER COMPUTING DEVICE(S) 958

FIG. 9