## ABSTRACT

## IN-STORE CUSTOMER ENGAGEMENT SYSTEMS AND METHODS

An in-store customer engagement system is provided. The system includes a retail processing device located in a store, wherein the retail processing device is configured to process transactions of a customer. The system also includes 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. The system further includes a first server communicatively coupled to the retail processing device and to the customer registration device wherein the first server is configured to transmit the customer data to the retail processing device upon registration of the customer with the customer relationship management application.

Figure 1