

Customer Interests Training

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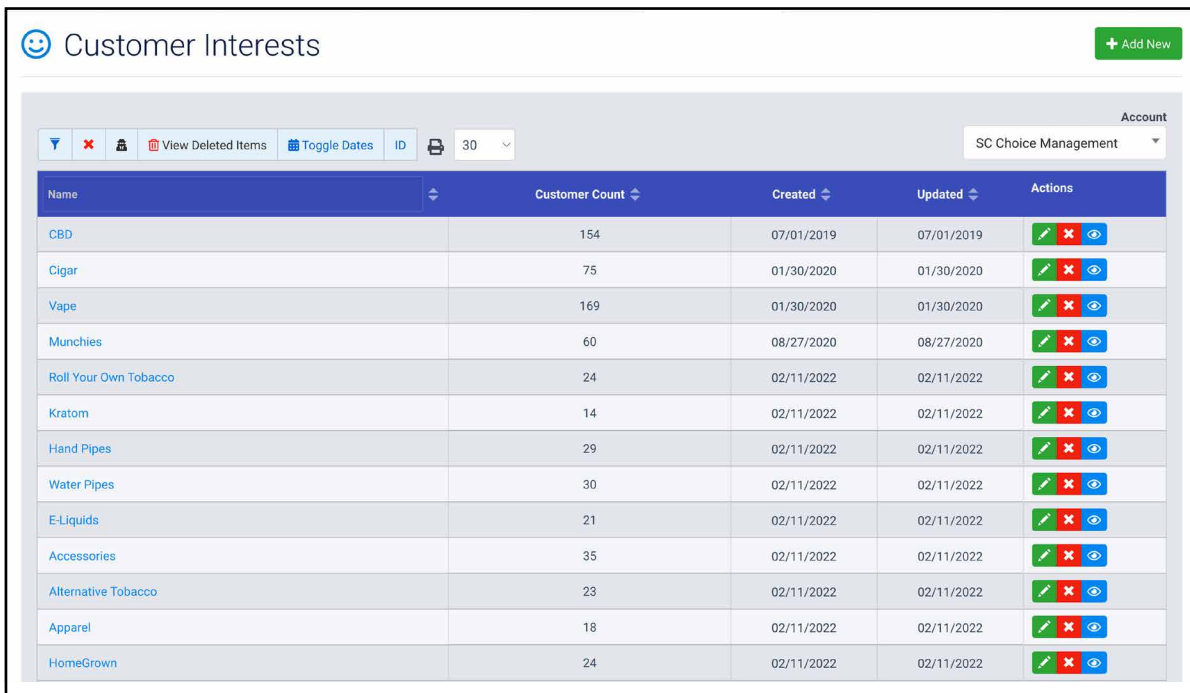


Customer Interests








































Displays which product categories or topics Customers are interested in. This is tied to campaigns as well in the marketing tab where you can choose to Market campaigns to customers with specific interests.

****NOTE** Not related to the EAIV Survey.**

(This feature is an Additional Customer Marketing Survey; customer interests must be set up by the Client for the survey to be visible on the app.)



The screenshot shows the 'Customer Interests' interface. At the top, there is a title 'Customer Interests' with a smiley face icon and a '+ Add New' button. Below the title is a toolbar with icons for filters, a red 'X' icon, a lock icon, 'View Deleted Items', 'Toggle Dates', 'ID', a printer icon, and a dropdown menu showing '30'. On the right side, there is an 'Account' dropdown menu showing 'SC Choice Management'. The main content is a table with the following columns: Name, Customer Count, Created, Updated, and Actions. The table lists various product categories and their corresponding customer counts and dates.

Name	Customer Count	Created	Updated	Actions
CBD	154	07/01/2019	07/01/2019	  
Cigar	75	01/30/2020	01/30/2020	  
Vape	169	01/30/2020	01/30/2020	  
Munchies	60	08/27/2020	08/27/2020	  
Roll Your Own Tobacco	24	02/11/2022	02/11/2022	  
Kratom	14	02/11/2022	02/11/2022	  
Hand Pipes	29	02/11/2022	02/11/2022	  
Water Pipes	30	02/11/2022	02/11/2022	  
E-Liquids	21	02/11/2022	02/11/2022	  
Accessories	35	02/11/2022	02/11/2022	  
Alternative Tobacco	23	02/11/2022	02/11/2022	  
Apparel	18	02/11/2022	02/11/2022	  
HomeGrown	24	02/11/2022	02/11/2022	  

Created Interests:




Name: List of the created interests or topics selected from the survey.

Customer Count: Number of customers who have selected the interest from their survey.

Created: Created date.

Update: Last updated date

Actions:

- Modify 
- Remove  Deleting will only soft delete the data and not physical delete from database.
- Customers – Displays a list of Customers that are interested on the topics based on the survey that was filled out. 

How To Create Customer Interest Topics

Loyalty > Customer > Customer Interests

😊 Create Customer Interest Save & Close Save & New Save Cancel

Account Name: * Information

Name: *

▶ **+Add New** button

Details: Manually create customer interest.

- **Account Name**
- **Name**