Customer Interests Training

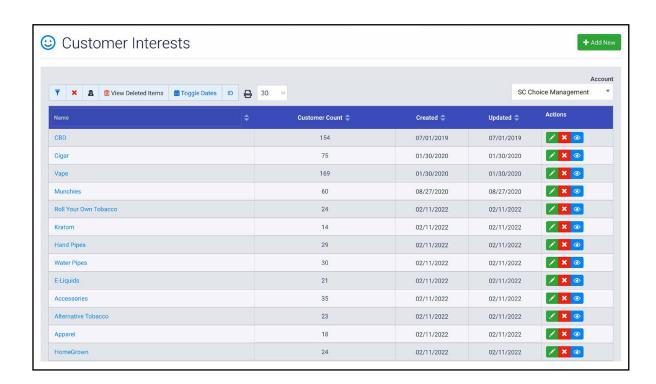


Customer Interests

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.)



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.

How To Create Customer Interest Topics

Loyalty > Customer > Customer Interests

