

Customer Data Management System to be added to the Hitachi DP solution lineup

On the 9th of October Hitachi launches "Customer Data Management System using the Digital Pen" to be used by the sales counter of cosmetic shops.

The system assists their "Beauty Advisors(that is, sales staff)" to counsel customers and manage their data, and also supports their sales promotion.

The "Beauty Advisors" have only to keep the existing way of sales with pen&paper at the counter, but the customer data handwritten on the paper can be digitally stored and transferred to the database.

The system makes it possible for them to search necessary data immediately, reduce the input error, send out direct mail to the target customers based on the database.

Consequently the efficiency of the paper administration and management will be improved.

As the system is a standalone system accompanied by one PC, cosmetic shops are able to easily adopt it with reasonable price.

The price JPY 157,500 includes one Maxell Digital Pen, SW and one user license. (Paper costs excluded.)