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# Introduction to Customer Engagement

## Webinar Q&A May 27, 2020

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To begin with, let us start with little clarification. As mentioned during the webinar, Customer Engagement is **NOT** a module in LS Central. The webinar covered how we can use LS Central, along with our eCommerce integration framework (I used Magento in my demo), Scan&Go and LS Insight to create Unified Experience for the customer. Utilizing modules within LS Central, such as Member Management, Discount Offers, Dynamic Queries, POS layouts as Clientelling, KIOSK or Self Service to enhance the customer experience. Aiming for personalized offers and information along with personalized service.

**Q: Is this available for LS Retail Nav 2016 version also? As we do not have LS Central available in our country still... If yes - are we going to get most of these features or just a very few of these**

**A:** Here we would need to look at individual things to try to answer this question. LS Central's internal modules showed are all in older versions of LS Nav, like Member Management and Periodic Discounts. Some of these have been enhanced, but are not necessarily showstoppers for focusing on Customer Engagement in LS Nav 2016.

For further working with the data, then LS Insight is available back to LS Nav 2015, or LS Nav 8.4.

Looking at the eCommerce Integration then in the current state that is working well from version LS Central 14 (Spring 2019). The reason here is the eCommerce integration Framework is heavily dependent on features in LS Central's Customer Orders module. But this functionality has been downgraded in different projects when needed.

The goal of the Customer Engagement approach was thinking about how to utilize the system as much as possible to create unified experience for the customer, and that can be done in most older versions of LS Central/LS Nav – even though some additional features are potentially only available in newer versions. That would give us some arguments for upgrading the solution with clear business objectives and goals in mind.

**Q: What about Magento? Is it an e-commerce platform or a CRM platform?**

**A:** Magento is an eCommerce platform, but with CRM capability. For additional information on Magento, please visit their website: <https://magento.com/>

**Q: Is it possible to collect items on a customer order multiple times? Example order 20, then collect 5 one day then 5 another day then 10 on another**

**A:** No, this would not be supported in the solution today. Currently, when collecting and posting the Customer Order at the POS it would close the whole order. This has been logged with DEV as a suggestion.

**Q: Is LS Recommend available for LS NAV 2016?**

**A:** Yes LS Recommend is available for LS Nav 2015 onwards, please see our portal: <https://portal.lsretail.com/Products/LS-Recommend>

**Q: What happened to RFID tags in self-check out?**

**A:** Yes what happened to RFID? This is not a new technology but never really took off in retail. Maybe for different reasons like cost and complexity in some verticals like grocery. It probably has most usage within logistic processes but still has good

**Q: Do you have customer QR codes (per member)?**

A: QR codes are supported in the solution and used in different areas.

**Q: Is Customer Engagement and LS Recommend compatible to LS Nav 2016. Is it right to consider that it is an add-on which is independent of statutory localization? (India)**

A: Customer Engagement is NOT a module, it has to do with how to utilize the solution and its different modules.

**Q: (Magento?) Aside from retail, do you also have for hospitality? (Ordering from website by customers?)**

A: Our Magento integration does currently not covering hospitality. That said, we do have live hospitality clients with integrated solutions. Hospitality functionality is on the roadmap of our eCommerce development team. Here we are potentially waiting for the right opportunity and/or client to take this further.

**Q: (Magento?) Can we have the Config Guide for eCommerce in LS Central , Clientelling?**

A: The best source for this kind of information would be both our portal: <https://portal.lsretail.com/> and then our online help <https://help.lscentral.lsretail.com/Content/home.html>  
For Clientelling <https://help.lscentral.lsretail.com/Content/LS%20Retail/POS/Clienteling/Clienteling.htm>  
For eCommerce specifically it would be here <https://portal.lsretail.com/Products/LS-eCommerce> and here <https://help.lscentral.lsretail.com/Content/LS%20Retail/LS%20eCommerce/eCommerce.htm?tocpath=Retail%7CLS%20eCommerce%7C> 0

Clientelling is configured in our demo database and there our partners can explore the functionality.

**Q: Is LS Insight compatible to LS Nav 2016. Here again Localization would not be required.**

A: Yes, LS Insight works with LS Nav/LS Central versions as of LS Nav 8.4 (released in 2015).

**Q: LS Insight can analyze data from LS Add-ons also e.g. LS Activity etc.**

A: LS Insight can be adjusted to include all needed data. LS Activity usage might be project specific and therefore the data would need to be handled specifically, but that can be done either by client, partner or us.

Please look at this for information on current data sets

<https://help.lscentral.lsretail.com/Content/LS%20Insight/Dataset%20Items.htm?tocpath=Retail%7CLS%20Insight%7C> 6

**Q: (LS Insight) I realized that the LS Insight is only for Data hosted by LS. Can we have the PBIX so that we can deploy it to existing customers, who are on prem?**

A: LS Insight is hosted in PowerBI by Microsoft. The PBIX files come free with the product. The data warehouse is in the cloud, but the client database can be On Premise or in Cloud. To be able to use PowerBI on prem with LS Insight, we would need to port the solution over there, that is not part of current release.

**Q: Dynamic Queries is based on web service? its attached to the discount offer, so if store is offline, discounts related to dynamic queries cannot work?**

A: No Dynamic Queries are not based on Web Services, but you would of course need to replicate the needed data.

**Q: (LS INSIGHT?) How is the costing calculated? Retainer or Setup cost or subscription?**

A: Here I assume you are talking about the hosting cost for LS Insight, the only thing needed is PowerBI subscription from Microsoft, and then potentially one-off cost for setup.

**Q: Is LS Insights available for LSNAV 2015?**

A: Yes, LS Insight works with LS Nav/LS Central versions as of LS Nav 8.4 (released in 2015).

**Q: Will LS Insight and LS Recommend also work with LS Hospitality data?**

A: Yes, both would work with Hospitality data but limited specific Hospitality views have been made in LS Insight.

**Q: As eCommerce or omni-channel is a journey, what do you recommend for a customer to start with?**

A: Most important is looking at the bigger picture and know what you want to know and where. Then utilizing the investment that has already been done in licensing and train the user in using the options in the application. Deploying loyalty – or Member Management – does not need to be complicated. But only doing that is not catching the awareness of the customers. You need to interact with them with personalized data / information and you will (probably) see benefits from that. Using personalized offers, using Dynamic Queries, analyzing the data in LS Insight and then interact with the client via eCommerce integration framework holds hand in hand.

**Q: Can we run Hospitality POS on Kiosk?**

A: Yes you would be able to do that, if you are thinking about self-service setup then there are already some examples configured in our demo database.

Please note that some of our recent webinars have focused on topics that you ask about, such as LS Insight, the Magento integration to LS Central etc. Links to these webinars and others that may be of interest to you are on our webinar page: <https://portal.lsretail.com/Marketing/open-Webinars> Feel free to check out what we have been adding lately to inform our partners, customers and others that are interested in our solutions.