

Segments

Smart Segments **groups your store customers automatically using RFM analysis** and lets you send an SMS to each group in one click. Instead of working out who should receive what and when, you send the offer that suits the group the system has identified.

“ How do I open this screen? From the left menu, go to **Bumerang** → **Retail** → **Segments**.

The screenshot shows the Useroam interface for 'Retail: Akıllı Segmentler'. The left sidebar contains a menu with options like Dashboard, Bumerang, Kampanyalar, Toplu Gönderim, Gönderim Takvimi, Anketler, Reklamlar, İzinli Misafirler, Useroam AI · Otopilot, Menüler, and Etkinlikler. The main content area displays six segments, each with a count, a description, and an 'SMS gönder' button.

MÜŞTERİ	TELEFON	ZİYARET	SON ZİYARET	SEGMENT	İZİN
Ca*** Te***	5301****33	1	48 gün önce	Uykuda	⊖
Wj***	5302****44	1	48 gün önce	Uykuda	⊖
—	5551****67	1	48 gün önce	Uykuda	⊖
Tü*** Pa***	5307****73	4	7 gün önce	Sadık	✓
—	5552****44	1	48 gün önce	Uykuda	⊖

1. The segments

Customers are split into six groups by visit frequency and recency. Each card shows the customer count, the definition of the group and the recommended action:

- **Champions:** frequent visitors with a recent visit — your most valuable customers.
Recommended: crown the relationship with a VIP thank-you or a special reward.

- **Loyal:** regular visitors. *Recommended: strengthen the bond with a surprise discount.*
- **New:** customers you have just met. *Recommended: welcome message plus a second-visit coupon.*
- **At risk:** used to come often, now drifting away. *Recommended: win them back immediately with an attractive offer.* This group can still be saved if you act in time.
- **Dormant:** has not been in for a while. *Recommended: a reminder plus a discount.*
- **Lost:** gone for a long time. *Recommended: a strong win-back campaign.*

The **Send SMS (N)** button under each card starts a send to the N customers in that segment.

2. SMS to a segment

Pressing the send button opens the message dialog:

- **Message:** write the text to send.
- **Send** starts the delivery; **Cancel** closes the dialog.

Consent is required: messages only go to customers who gave commercial-message consent, so the number on the segment card and the number in the list can differ. You enable the consent box on the **Store & QR Registration** screen.

3. Customers table

Use the selector at the top to filter the list by segment: *All, Champions, Loyal, New, At risk, Dormant, Lost* (each with its customer count).

Table columns:

- **CUSTOMER:** the customer's name (masked for data protection).
- **PHONE:** the phone number (masked).
- **VISITS:** total number of visits.
- **LAST VISIT:** when they last came (for example "48 days ago").
- **SEGMENT:** which group they fall into.
- **CONSENT:** whether they gave commercial-message consent.

“ **Related pages:** **Retail → Automation** (segment-based automatic sending), **Retail → Coupons & Wheel, Bumerang → Guest 360°**.
