# LOYALTY

THE SUITE

Store Management Suite (SMS) is a client-based software solution that provides regional and national retailers with seamless, integrated management of the back office, corporate office, warehouse and all aspects of the retail enterprise. The suite contains modules that are typically outsourced, and ensures all necessary data is shared when, how, and with whom needs it. Instant connectivity, anywhere in the enterprise, on any connected device, is reality.

THE OFFER

SMS offers the most comprehensive customer engagement platform on the market, period. The single, unified database design of SMS aligns the POS to back office to host, providing seamless data flow in all directions, even across stores. Information is accessible anywhere, and interaction is delivered where it makes the most sense, including in-store, via web browser, via email, even an integrated phone app. SMS provides the platform, and the customer chooses the delivery vehicle.

That architecture is supported by tools that deliver an outstanding customer experience. Now, the powerful electronic coupon engine can be targeted specifically to a customer or group, delivering offers that go well beyond traditional dollars or percentages off. Instead, offers can now be based on what is actually happening during the transaction. Similarly, offers can be delivered based on past purchases, past non-purchases, even combined over a definable period of time. Enticing the customer to try or buy items they typically have not is easier than ever.

Combined with a fully integrated, fully online POS, the promotional capabilities are really only limited by imagination. True transactions based offers are not only possible, but now done every day.

LOC
STORE MANAGEMENT SUITE
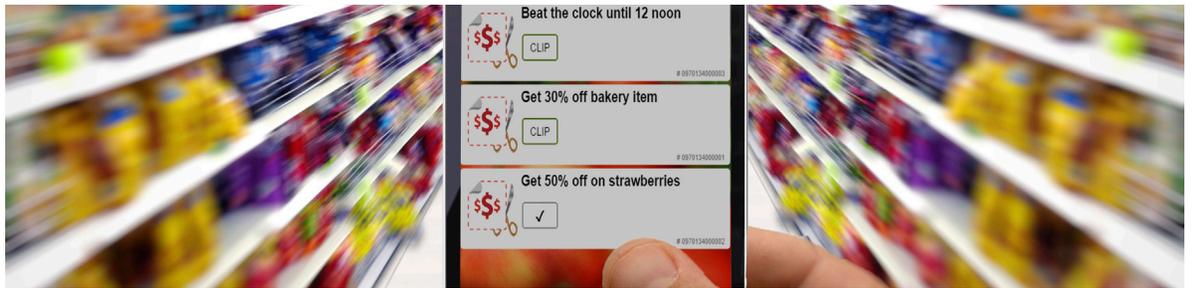
CUSTOMER MANAGEMENT

- » Complete contact information
- » Card or cardless based options
- » Customized groupings
- » Accounts receivable & check validation
- » Contract pricing with control limits
- » Assign sales person(s)
- » Encrypted credit card information
- » Membership & lifecycle management
- » Birth date reminders
- » Customized messaging for cashier screen
- » Support for master or bill-to accounts
- » Ship-to information & freight rules
- » Delivery routes
- » Multiple customer accounts linked to one master
- » Create accounts at POS, via phone, via web, via manager's workstation
- » Ability to provide anonymous card at POS with online registration after the fact
- » Identify accounts by scanning card or phone, swiping MSR or biometric device
- » Opt-in or out clubs & programs
- » Set risk levels for charge accounts & link to master
- » Limit check & private card amounts
- » Unlimited shopper levels with automatic upgrades

DISCOUNTS

- » Multiple percent, dollar & item discounts
- » Proportional & global discounts
- » Item related discounts
- » Sub-department & specific customer discounts by shopper level
- » Volume & limited price discounts
- » Unlimited price levels by price type (e.g. regular, sale, TPR, in-store)
- » Cost plus pricing
- » Multiply manufacturer coupons based on shopper
- » Recalculate pricing & discounts during transaction
- » Fuel discounts by shopper level

TARGETED OFFERS

- » Unlimited shopper segmentation via shopper levels
- » Auto & live upgrades based on spend or points
- » Wizards to aid in creating offers
- » Set expiration or limit number of uses
- » Create offers by customer, shopper level, or transaction details
- » Create offers based on customer queries, including: group, age, reduced purchases, amount of purchases in defined period, lack of purchases by item or department
- » Create offers based on seasonal events
- » Send notifications by email or text message
- » Customized messaging on receipt
- » Report on number of offers issued versus used
- » Percentage can be on specific item or general
- » Coupons can be buy X get Y
- » Coupons can be customer or customer level specific
- » Randomize for sweepstakes & instant winners

POINTS

- » 35 different point programs per account
- » Issue points numerous ways, with varying point ratios per program
- » Earn different point levels based on price events
- » Exclude items from earning points
- » Enhance point program options by shopper levels
- » Set expiration dates for points
- » Retrieve balances at POS
- » Redeem points as tender, even donate points to other customers or groups
- » Cashier monitoring
- » Deposit warnings for cashier & manager

INTERFACES

- » Optional built-in multi-store loyalty & gift card server, with no monthly or transaction fees
- » Third Party: Centego, Ernex, Fanbox, Fidelisoft, Futura, Givex, Loyalty Lane
- » e-Coupons: Catalina, Inmar, Invisipon, Prologic

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