

# 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 point of sale, back office, corporate office, warehouse and all aspects of the retail enterprise. The suite contains modules that are typically outsourced, including bank integration, customer analytics, in-store mobility, consumer phone apps, digital signage, and more.

## THE DIFFERENCE

- ◆ 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 and 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.



## 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 one master level
- ◆ 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 level
- ◆ 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 based on 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 number used

## POINTS

- ◆ 35 different point programs per account
- ◆ Issue points numerous ways, with varying point ratios per program
- ◆ Earn different point levels based on price event, like regular versus sale versus TPR
- ◆ Exclude items from earning points
- ◆ Enhance point program options by shopper levels
- ◆ Set expiration dates for points
- ◆ Numerous methods to retrieve balances, including at POS
- ◆ Redeem points as tender, even donate points to other customers or groups

## INTERFACES

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