



The frequent shopper functions provided with the LOC Store Management Suite software are key tools to keep customers coming back to your store.

All customer benefits are programmable by shopper level (bronze, gold, platinum, etc). Mixing points with promotions is a trend that many retailers are following. LOC Store Management Suite gives and redeems points directly from your point of sale. The shopper level is a concept we have designed to provide unlimited shopper levels so you can target a specific group of customers for a special promotion. Although it takes more maintenance, offering incentives to your customers will increase your shopper's fidelity. You can also decide to give promotional prices for a specific period during the week. Let's say that Wednesday morning is slow, why don't you give a 5% discount from 8:00 thru 10:00 am every Wednesday to all your customers or only to frequent shoppers. This will surely create a certain movement.

Managing points and redeeming these points directly from your point of sale is a necessity in today's retail market. You can give points based on the total purchase or only target certain items. The point balance will always be available for the customers either on screen and/or on the receipt. Redeeming points could also be for the total order by deciding the value of every point or simply giving a reduction on a particular item. Free items from a catalog are also a big request. You can advertise your catalog directly from the customer display using LOC Store Management Suite's electronic advertising and kiosk.

The LOC Store Management Suite database contains valuable information on your customers. The Customer Database has been designed to provide you with all the flexibility options you need to serve your customers efficiently. Your customer database can be used for multiple management purposes: Accounts Receivable, Check Validation, and Loyalty Programs. Every customer visit is recorded and you have the option to record every item that the customer buys. Analyzing your customer's frequency and what they buy provides you with critical information on managing your store. LOC Store Management Suite generates customer reports that illustrate your shoppers' buying habits.

SPECIFICATIONS

- Automatic shopper level upgrade based on purchase triggers
- Point balance, transaction total, cumulative purchases)
- Automatic shopper level upgrade based on a schedule (specific hour and day of the week)
- Account number entry at anytime with hot benefit recalculation
- Many discounts available by shopper level
- Point calculation per item or amount
- Point redemption per item or total order
- Redemption of points for discount and/or points for free
- Point adjustment
- Customers added directly at the point of sale



Our powerful electronic coupon feature lets you create all kinds of promotions based on multiple criteria.

Using the powerful LOC Store Management Suite item file database to create electronic coupons, you get all the flexibility you need for your promotions. Your coupons could be valid only for a particular promotion, a TPR or even on your regular price. All those criteria are date stamped and can be triggered automatically by date or customer. Our feature supports unlimited criteria because we know how retailers design their promotions. Based on item sale, department, sub-department, total purchase, we believe that we are providing retailers with all the flexibility they need. If you are giving points and even maintaining multiple frequent shopper levels (Regular, Gold, Platinum), the promotion will be targeted on the group of customers you want.

PROMOTIONAL EXAMPLES:

- Buy 5 pounds (or kilograms) of ground beef & for a total of \$50.00 in the meat sub-department in the transaction, get \$5.00 off
- Buy 1 pack of gum (any flavor) & for a total of \$10.00 in the transaction, get \$0.50 off on every pack of gum bought (the packs of gum are excluded from the required \$10.00)
- Buy a fresh turkey & 2 bags of cranberries; get \$0.10 less a pound (or kilogram) on the smallest turkey
- Buy 10 bags of Oreo cookies; get 3 bags of Oreo cookies for free
- Buy a bottle of Coke and a candy bar for \$2.00
- Buy 3 cans of cream style corn, get \$1.00 off - limit of 2 coupons per day



Coupons triggered by many programmable criteria based on:

- Accumulated points
- Item purchased
- Sub-department sales
- Department purchases (ex: bought for \$20 in bakery)
- Promotional purchases (ex: all chips flavors)
- Transaction total
- Customer level

Triggers based on cumulative purchases

(One transaction, one day, one week, one month, forever)

Triggers based on a minimum quantity, amount, or weight

