

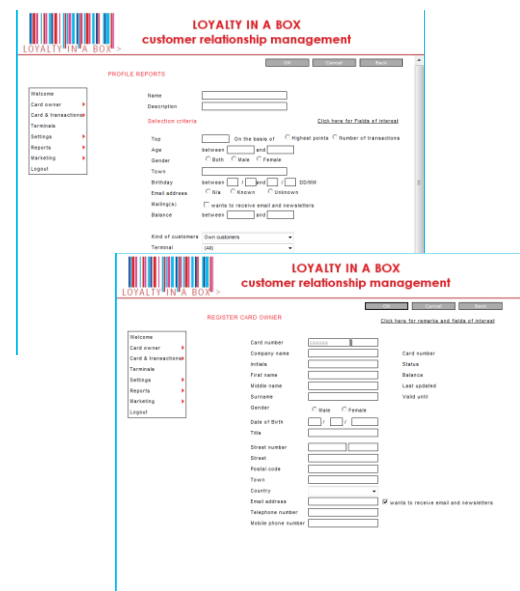


## **Electronic Loyalty Points Solution Increases footfall and retailers turnover for small Retailers**

Loyalty in a Box has proven to improve business by increasing customer expenditure and foot fall. Designed for all types of organisation, from small independent Retailers to major international chains, it provides everything required to set up and run advanced Loyalty points programmes.

Organisations are able to setup and control their own loyalty schemes simply and easily using Loyalty in a Box. Being Web based, the parameters can be selected to meet your companies' requirement including:

- Set of up Loyalty schemes with the issue of Points according to value spent per transaction;
- Registration and Management of Card holders;
- Administration and management of card holders and transactions;
- Reporting;
- CRM with profiling and sending E-mails directly from the system;
- Terminal / POS management and synchronisation.



Loyalty in a Box provides the ability to gather valuable information on your customers, tracking their buying behaviour and personal preferences. This information can be used to improve your product portfolio, enhance promotional events and run direct 1 to 1 marketing campaigns. E-Mail and Postal addresses of customers can be provided, associated to criteria in the database such as location, age, number of points, date of last purchase, value spent etc.

**Turn-key solution for implementing an effective loyalty program**

## How Does the Loyalty in a Box Loyalty Scheme Work?

### Points Award

Your valued customers are allocated Loyalty Cards which can be branded with your Logo or with one of our unique designs. These Cards are used for awarding Loyalty Points which are earned for every transaction made in your store.

The Loyalty Card acts as a constant reminder of your Store, inducing customers to return more often and increasing expenditure.

### Customer Registration

Registration of your customer in to your Loyalty scheme can be either by completing a registration form or over the Web, with a link in your web site to the Loyalty in a Box host. This gives you valuable information which can be used for pro-active target marketing by Mail and E-Mail.

### Points Redemption

Your customers are able to exchange their Points for discounts, gifts, travel and additional services.

Redemption takes place via the Loyalty terminal(s) or EPOS equipped with our Windows based POS software. In addition, if you have Web based sales, it is possible to redeem Points over the Web.

### Retailer Management

Full details of transactions are stored on our Secure Database and can be accessed by you, at any time, via the Web. This gives you access to your database of customers with details of all Points awarded and redeemed on an individual customer basis.

### CRM Customer marketing

Using the Profiling capabilities you are able to send targeted promotions to your customers directly from the system via E-mail.

### Loyalty Terminals

Loyalty terminal(s) or Windows based EPOS software are provided by us for in store use, and are used for issuing and redeeming points.

## WHAT DO I NEED

We provide you with everything that you need for your Loyalty Scheme, from individual retailers to major multinational organisations.

Our solution includes the supply of POS terminal(s) or Windows based POS software, Cards and access to our secure server. All you need is access to a the internet to upload your valuable transaction details to our secure server.



The H50 Loyalty in a Box POS Terminal

LOYALTY IN A BOX™ is a registered Trademark of Intersolve Technologies.

[www.loyaltyinabox.com](http://www.loyaltyinabox.com)



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