

## Centrally Issue and Redeem Store Credit, Gift Cards and Loyalty Rewards at Any Location in Real-Time

### Overview

It is hard to imagine the retail landscape without the miscellany of gift card and other store credit transactions. Today, customers assume they will be able to redeem their store credit or loyalty rewards at any of your locations and you need to be prepared to support that expectation across your network of stores. Retail Pro 9's Central Payments functionality enables you to track the issuance and redemption of store credit, gift cards and gift certificates at all locations on a real-time basis, providing immediate updates to all balances. When you use Central Payments in Retail Pro, balances and information for these types of tenders are at your fingertips at any time.

Because all Central Payments balances are stored in a single location, every store in your worldwide network can retrieve the data at any time. Balances are then converted to the local currency of the store requesting a balance. This means a customer can return an item in New York, then spend the earned store credit in Paris. Central Payments can also be limited by location allowing franchisees to run different Central Payment programs.

Central-based Customer Credit enables you to maintain one real-time balance for a customer. Therefore,

customers are no longer limited to a single store for their purchases, until your store's next communication cycle. A customer can earn store credit in one store then spend the credit 10 minutes later across town in another store. Balances can optionally be transferred or given to other customers.

### With Central Payments, retailers can:

- Update a customer's central credit balance without processing delays
- View the balance of a card, certificate or a customer's central credit in real time
- Report on usage of card, certificate or customer's central credit
- Covert central balances to local currencies
- Reload balances to gift cards
- Accept the use of gift cards/gift certificates/store credit at any location
- Reduce theft by centrally managing customer's balances
- Expire balances with a flexible balance manager



## Serious software for serious retailers™

Gift card processing can be costly. With Central Gift Cards you can now centrally manage your own gift card balances, eliminating unnecessary costs. With that, you also gain control of the design, colors and choice of gift card manufacturers for your stores. Gift Certificates, although waning in popularity, are still very popular in some regions. Central Gift Certificates feature allows you to print gift certificates or issue pre-printed certificates with ease.

Central management of tenders brings you the flexibility to adjust balances of Central Payments without having to contact EFT processor and at any time. With Central Payments you gain an important tool for providing improved customer service and security. All transactions involving central store credit, gift cards, and gift certificates are communicated to a central server, where they

can be immediately verified. Previously, transactions involving store credit, gift cards, and gift certificates were communicated by Retail Pro's communication module only. Retail Pro's communication is typically performed only once a day, leaving open the possibility that individuals could try to redeem these tender types multiple times at multiple locations. Central payments module protects retailers against this type of misuse by immediately updating the central's server database.

### Compatibility and How to Buy

Retail Pro's Central Payments module is available for Retail Pro 9.2. Consult with your authorized Retail Pro business partner for pricing, configuration, and to ensure specific version compatibility.

### About our company

Retail Pro International, LLC, is a global leader in Point of Sale, Store Operations, and Back-Office software applications for the specialty retail industry. Through its highly-specialized provider network, Retail Pro is delivered locally and supported regionally through approximately 90 offices worldwide. More than 52,000 retail stores in 86 countries using 18 different languages trust Retail Pro® to manage their operations; from single stores to prestigious, multinational retailers, Retail Pro is the proven global solution for serious retailers worldwide.

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