

Turn More Customers Into Your Best Customers With Retail Pro Loyalty



Fifteen percent of customers loyal to a retailer can generate 55% of company sales according to a recent study. Clearly, taking care of your best customers can make a significant impact on the success of your business. Customer loyalty programs have become integral to the successful operations of retailers. Many consumers today have come to expect such programs. Yet, loyalty programs are only effective when customers are delighted and motivated by rewards. As a retailer, your decision to implement a comprehensive customer loyalty system must produce positive results. Retail Pro's Loyalty Module will help you reach your goals (and your customers!).

Our integrated Loyalty module can help you:

- Win new customers
- Retain and reward your best return customers
- Increase the purchase amounts for all customers
- Shift spending toward higher-margin products
- Target specific inventory for movement

The Retail Pro Loyalty Module integrates directly to your existing (or future) Retail Pro system allowing you the flexibility to control and display loyalty balances, program definitions, enrollment requirements, reward rules and restrictions.

Highly Flexible

Our Loyalty Module is highly flexible, allowing you to tailor your program to the precise needs of your business

and customers. Select how loyalty benefits are awarded and redeemed, set necessary constraints, and direct loyalty payouts to specified merchandise, departments, vendors, classes, or subclasses. No matter how simple or complex, you can easily create your ideal loyalty program with Retail Pro's Loyalty Module.

Utmost Control

Our Loyalty Module provides you complete control of your loyalty program. Establish boundaries for how points are awarded and redeemed, put specific time limits around the redemption of points, put expiration dates on the available points and/or place restrictions around specific departments, vendors, items, or items sold at a discount. Whatever level of control you desire for your loyalty program, Retail Pro ensures that you maintain it.

Reporting and Visibility

Keep your loyal members informed of their points and available rewards. Loyalty balances are available for balance inquiry within the customer record and are available for receipt printing at time of purchase. Both points-redeemed and points-earned will be available for display on a transaction.

Keeping you informed, Retail Pro's Loyalty Module provides you up-to-date reporting and visibility on each loyalty program customer's status. Informational fields such as year-to-date points awarded, total points a customer has earned and total currency value of all awards for a given customer are available for reporting purposes.

With the Loyalty Module, you can:

- Customize loyalty benefits: automatic discounts, store credit, gift certificates, etc.
- Control reward initiatives: total-based, item-based, or gift-based
- Specify the size and value of loyalty benefits
- Stratify loyalty memberships (e.g. Gold, Silver, and Bronze)
- Place time limits or expiration dates as needed
- Restrict benefits to specific departments, vendors, classes, or subclasses
- Use loyalty benefits to highlight promotions or cross-sell merchandise
- Leverage program data to improve your stock selection

A Program That Works for You

Establish a loyalty program that works your way with Retail Pro's Loyalty Module. Choose from three different reward initiatives, each with configurable reward parameters and values:

- Total-based: use the total amount of receipts to calculate a benefit value. Consumers earn loyalty benefits to a personal account for future redemption.
- Item-based: similar to total-based, except different

items are set to have various benefit values. Not all merchandise has to be included, and certain goods can be exclusively promoted. Different customers can additionally earn benefit multipliers as a milestone reward (e.g. Gold, Silver, or Bronze memberships) to encourage long-term patronage.

- Gift-based: rewards consumers with merchandise rather than discounts. Instead of points, this program issues gifts for reaching certain levels. For example, patrons could earn a free item for signing up to your loyalty program and win subsequent items for hitting milestones.

Encourage brand loyalty and give your customers one more reason to keep coming back. Retail Pro's Loyalty Module will help maximize customer retention, increase the profit-to-consumer ratio, revitalize relationships with existing patrons, and create meaningful connections with new ones. And by leveraging Retail Pro's renowned data security and analytics, you can prevent program misuse and improve stock selection.

Compatibility and How to Buy

Licensed independently from Retail Pro's base licensing, the Retail Pro Loyalty module is provided as an addition to the existing Retail Pro core application. Contact your authorized Retail Pro business partner for details.

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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