



SmartLoyalty

Greater control of Loyalty Programs

SmartLoyalty is a web-based customer loyalty solution that provides real-time data to facilitate powerful reporting and analysis. SmartLoyalty enables users to build and manage a valuable member database and reward loyal customers accordingly.

SmartLoyalty allows you to issue your valued customers with a branded membership card that can be read by a magnetic card reader at the POS terminals in your store. Any time a member swipes their card at any site they are immediately recognized by the system and their points total is incremented if they make an eligible purchase, and reduced if they redeem points. Members also have the ability to load their loyalty cards with cash which can then be used to purchase goods.

You can manage the amount of points credited for each eligible purchase, the amount of points required to redeem items and introduce bonus points, as required. Members can be grouped to allow for marketing schemes that target groups or clubs.

Another feature of SmartLoyalty is the ability to also operate an electronic gift card system. Gift cards can be sold with pre-defined amounts of credit and can be used as many times as required and then if necessary, be topped up with more credit.

SmartLoyalty enables you to track member details such as loyalty points accrued, loyalty points redeemed, purchasing history and contact information. Such information is valuable to support marketing promotions and identify buying trends.

As with SmartReports, the user interface for both members and administrators is designed to reflect the required branding of your company and can also be launched from within your own website.

By purchasing SmartLoyalty together with SmartReports, you can save by only paying a single initial set up fee and reduced ongoing monthly fees.

Reward your loyal customers, develop targeted marketing campaigns and increase sales by implementing the powerful SmartLoyalty solution.





SmartReports

Information for smarter decision making

SmartReports is a powerful web-based reporting system that gives you access to real-time sales data, no matter where you are located.

This module gives users the ability to actively manage their business and maintain total control.

Sales figures are posted to a secure internet repository, whilst also being linked directly to your back office management database. Single site data can be viewed by an individual operator or multi-site data can be consolidated to be viewed by headquarters.

All data is secure and password protected and the ability to grant varied levels of access is available.

The SmartReports user interface can be designed to reflect the required branding of your company and can be launched from a page within your own website.

Some of the reports available include:

- Sales History
- Daily Sales Log
- Sales by Category, Class, Hour and Staff Member
- Monthly Comparison of Sales by Product – enterprise wide or consolidated
- Daily Comparison of Sales per Hour
- Sales Performance per Store

And many more...

By purchasing SmartReports together with SmartLoyalty, you can save by only paying a single initial set up fee and reduced ongoing monthly fees.

SmartReports gives you access to the valuable information you need to make smarter and more informed decisions, so you can focus on achieving your businesses goals and objectives.

