Loyalty

It's no secret that acquiring new customers can cost five times more than satisfying and retaining current ones. Most merchants understand the value of innovative ways to build customer loyalty.

Why should you spend the time and resources to incorporate a loyalty program into your point-of-sale system? The answer is clear: an integrated loyalty program creates a new competitive advantage for your POS system.
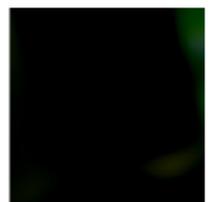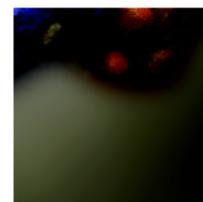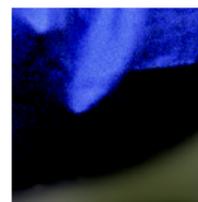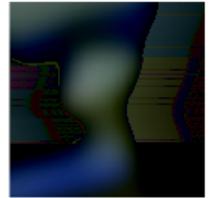
Frequent Buyer Programs

Customer Cards

Loyalty Dollars & Points

Gift and Loyalty Card Integration

Program Levels Based on Customer Purchase History

Microsoft®
CERTIFIED
Business Solutions Partner

» Acquiring new customers can cost five times more than satisfying and retaining current customers

» A 2% increase in customer retention has the same effect on profits as cutting costs by 10%

» The average company loses 10% of its customers each year

Do you want to...

Boost Store Traffic?   Increase Customer Store Visits?
Win New Customers?   Generate more Revenue?

provided by:

ADI | Pomodo Tech
SMART SOFTWARE FOR BUSINESS.

The ADI Customer Loyalty, Frequent Shopper Program is the Answer!
It's **Simple**.

RMS Add-On Customer Loyalty Program is completely integrated with Microsoft Retail Management System (RMS). Once installed you can use the RMS Management program to enable and configure the different features of Customer Loyalty. The features of Customer Loyalty are also completely integrated in the RMS POS program requiring the cashier to only answer simple Yes and No questions.

The features provided by Customer Loyalty enable you to create an effective marketing program to attract and maintain customers. One of the first steps in any marketing program is to collect information about your customers. The features in Customer Loyalty allow you to provide incentive to customers to want to give you their information. After you have collected the information you can custom tailor the features to keep your customers returning to the store.

RMS Add-On Customer Loyalty Program consists of four features:

Customer Rewards - Provides a way for customers to collect points so they can receive an appreciation award. The feature can be configured to allow a customer to collect points for signing up, simply visiting, and for each dollar they spend. The feature allows you to define what items are rewards and how many points a customer needs to get the reward. You can also configure the feature to print coupons or messages on the receipt for rewards instead of items. The feature can also be configured to randomly select a customer to give a reward to.

Frequent Buyer - Provides a way for customers to buy a given number of some items and receive a reward item. While this feature is similar to using a Frequent Buyer Card, it has the advantage of collecting your customer's information so you may begin marketing to him immediately. And because this feature is built on top of RMS, you are able to inspect your customer's purchasing history. This is often useful when the customer cannot remember what items they buy and for sending out targeted mailers. The feature prompts the cashier when a Frequent Buyer item is scanned reminding the cashier to ask the customer if they want to join.

Buyer Club - Provides a Preferred Customer or Warehouse Club feel where the customer is given special pricing for certain items. When the customer is selected by the cashier, this feature automatically ensures the membership is current and sets the proper pricing level. If the Welcome me to RMS Add-on Customer Loyalty add on. Customer Loyalty is completely integrated with Microsoft Retail Management System (RMS). Once installed you can use the RMS Management program to enable and configure the different features of Customer Loyalty. The features of Customer Loyalty are also completely integrated in the RMS POS program requiring the cashier to only answer simple Yes and No questions.

Customer Cards - A feature that allows you to give your customer an identification card with your stores logo. When used in conjunction with Buyer Club, the card is a constant reminder of the discount privileges they receive at you store. The feature allows the clerk to scan the customer's discount card to set the customer automatically rather than use the error prone customer lookup provided by RMS. Of course, the lookup function can still be used if the customer does not have his card. Membership Cards can be inexpensive paper membership cards or more permanent plastic cards can be used. Cards can be generic or personalized with customer's name. *(*Cards are not included)*

$499 single POS RMS user per location
$995 RMS Network Version per location

Contact your ADI Representative for details! Call (814) 288-5034, Option 2 for Sales!