

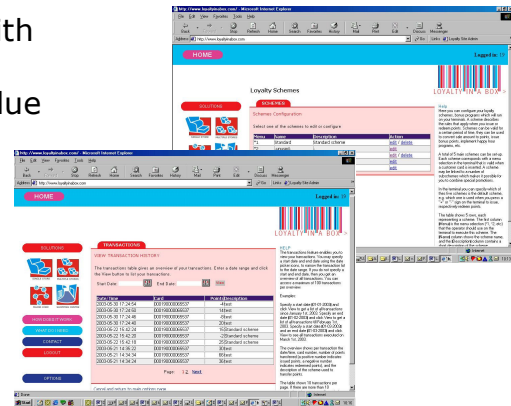


Electronic Loyalty Points Solution Increases footfall and retailers turnover

Loyalty In A Box has proven to improve business by increasing customer expenditure and foot fall. Designed for all types of organisation, from major international chains to small independent companies, 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 multiple Loyalty schemes with sub-schemes and validity time/dates;
- Select value of Points according to value spent and per visit;
- Registration and Management of Card holder details;
- Card holder self registration;
- Administration and management of card holders and transactions;
- Reporting;
- Terminal / POS management and synchronisation.



Loyalty In A Box also 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, Mobile and Postal addresses of customers can be provided, associated to any criteria in the database such as location, age, number of points, date of last purchase 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 storing 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 form or over the Web. This gives you valuable information which can be used for pro-active target marketing by Mail, E-Mail, and SMS.

Points Redemption

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

Redemption takes place via in store Loyalty terminal(s) or Windows based POS software, which are supplied by us. In addition, if you have Web based sales, it is possible to redeem Points over the Web.

Customer Points Management

Your customers are able to check the balance of their points in a number of ways including: over the Web, in Store or via statements sent in the post / by E-Mail.

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.

Loyalty Terminals

Loyalty terminal(s) or Windows based POS software are provided by us for in store use, and are used for issuing and redeeming points. These devices store transaction data, which can be down loaded every day to our secure server over the Internet.

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 phone line once a day to upload your valuable transaction details to our secure server.



The Loyalty in a Box
POS Terminal

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

www.loyaltyinabox.com



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