



Loyalty, Gift Cards and E-Voucher solutions with the Lipman Nurit 8320 Secure Transaction Terminal

Intersolve, has brought together an integrated solution for Loyalty, Gift Card and E-Voucher schemes, in combination with the Lipman 8320 Secure transaction Terminal.

Supporting Magstripe or Smart Cards, with printing capabilities, the combination of Intersolve's Transaction Host and the Lipman secure multifunctional terminal enables Retailers the flexibility to run a variety of applications, from a single terminal.

Intersolve's transaction Host is designed to provide unique loyalty, Gift Card and E-Voucher schemes for major international retail chains to smaller independent retailers.

The schemes supported are perfect tools to develop business with increased customer loyalty and the ability to profile customer activity for active marketing campaigns. This gives truly 1-to-1 marketing capabilities.



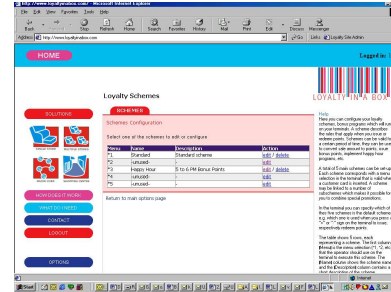
The Loyalty in a Box
Lipman Nurit 8320 terminal

POS Terminal solution for Loyalty, Gift Cards and E-Vouchers

Loyalty

The Loyalty module provides an extremely cost effective method of influencing your customers buying behaviour, increasing sales and customer satisfaction. Customers using your Loyalty scheme are more likely to increase expenditure on each transaction, return for additional purchases more frequently and take advantage of your special promotions.

Loyalty In A Box will give you the basis for you to generate additional revenue by highlighting special products and services, and to gather valuable information on your customer and their buying behaviour. This information can be used to improve your product portfolio, enhance promotional events and marketing campaigns and to target specific promotions directly to each customer.



Gift Cards

Electronic Gift Cards have proven to give Retailers a powerful marketing tool, increasing their business with enhanced security and profitability. Intersolve's complete Gift Card solution brings these opportunities to all types of Retailer, providing everything they need to set up and run their own personalised Gift Card schemes.

Personalised Smart Cards or Magstripe Cards are used as the Gift Cards and can be charged with various monetary values. These can then be re-used, by the Retailer and their Customers, and gives the ability of tracing and tracking customer buying behaviour. Loyalty In A Box Gift Cards solution provides reporting and analysis of customers activities with customer profiling for running direct 1 to 1 marketing campaigns.

E-Voucher

E-Vouchers are a method of Topping up Pre-Paid Mobile Phone credit with out the need for scratch cards. Using Intersolve's Transaction Host System Retailers are able to increase the sale of Top Up Vouchers by always having vouchers available for all major operators and International calling cards.

Loyalty In A Box E-Vouchers are proven to increase Retailers Turn Over as well as increasing customer satisfaction.

Technical Highlights

- Supports magnetic stripe cards
- Supports smart cards
- Built in landline modem
- Optional LAN interface
- Integrated printer
- Remote software update
- Scheduled host synchronisation
- Online and offline transactions

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www.loyaltyinabox.com



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