Retail Solutions

LOC Software Store Management Suite

Customer Loyalty

The frequent shopper functions provided with SMS software are key tools to keep customers coming back to your store. Discounts, alternate price levels, issuing points, and tracking charge balances are simple methods to target your current customers with in store promotions.
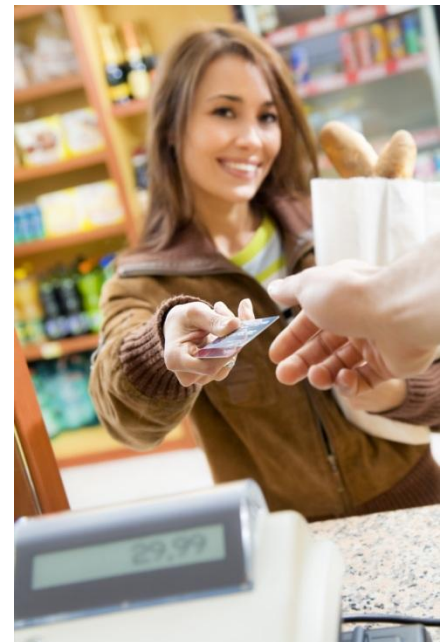
LOC Store Management Suite's frequent shopper application provides extreme flexibility towards promotional pricing methods and permits the retailer to deliver an impressive set of rewards. It may be used for card-based or non-card based programs.

With Loc Software, retailers can implement customized loyalty programs to attract and retain their best customers. LOC Store Management Suite not only offers traditional frequent shopper features, such as simple electronic discounts, but also a more comprehensive set of promotions that bring a higher degree of sophistication to a loyalty program.

Your database contains valuable information on your customers. The SMS Customer Database has been designed to provide you with all the flexibility options you need to serve your customers efficiently. Your customer database can be used for multiple management purposes: Accounts Receivable, Check Validation, and Loyalty Program.

Customer Record

- Contact and company name
- Comments sent to cashier screen on customer's next visit
- 2 grouping fields
- 4 tax exemption numbers
- Customer language
- Customer linked to certain employees (salespersons)

- Credit card information
- Membership control
- Easy customer deleting, re-numbering, merging
- Option to store customer photo

POS Features

- Powerful electronic coupon feature
- Manual selection of shopper level
- Automatic shopper level upgrade based on purchase triggers
- Multiple triggers available (point balance, transaction total, cumulative purchase)
- Automatic shopper level based on a schedule (specific hour and day of the week)
- Account number entry at any time with hot benefit recalculation
- Many discounts available by shopper level
- Discount by shopper level for specific sub-department
- Points calculation per item or amount
- Points adjustment
- Customers added directly at the point of sale
- Zip code lookup
- Zip code report grouping by user definition
- Points calculated on specific tenders only
- Support for cost plus customer
- Support up to 37 points program

Maintenance

- Unlimited shopper levels (bronze, gold, platinum)
- Unlimited price levels by shopper level
- Unlimited shopper types (bronze, gold, platinum)
- Price levels configured at the shopper levels
- Automatic global discount in %
- Coupon value multiplication
- Control if discounts, package prices or limited prices apply or not
- Control if coupon links apply or not
- Upgrade to different shopper levels based on time, transaction total amount, or point balance over an amount. This allows you to offer a special promotion for a specific time (ex: between 7AM - 9AM)
- Points value multiplication

Contract Pricing

- Attaching different prices for any item by customer
- Starting/ending dates control
- Limited quantity configurable
- Automatic calculation based on margin
- Keeping track of all buying by customer through the Electronic Journal
- Custom mailing labels

Loyalty Servers

- Support several loyalty external servers (Loyalty Lane, Givex, etc)
- We have our own private loyalty server
- Loyalty server can host points balance for unlimited number of stores
- Live access to points balance from any POS in any store
- Support up to 35 points programs for each customer account
- Detailed report on points given and redeemed in every store