

→ Loyalty

→ iTouch Loyalty

iTouch's loyalty scheme is a great way to encourage existing customers to return and also give an incentive to new customers to visit for the first time.

Points schemes are entirely flexible and can be configured by spend and/or bonus points for individual products. Points can be assigned to total spend value or keep it simple and give customers a 'stamp' each time they buy a coffee.

Customers can register for a loyalty card either magnetic, proximity, barcode card or even just a loyalty number then each time they spend build up points which can be redeemed against offers or as a monetary value.

Building up a complete database of customers allows retailers to track customer spending habits and target promotions aimed at demographic groups.

Customers are encouraged to spend more with your business building up customer loyalty.



→ Features

Specifications

- Points assigned by Spend or Product
- Works across multi sites with instant updates
- Data is held centrally, so if a customer loses their card, their points are attached to their account and not their card
- Set threshold limits for spend before points are applicable
- Specify which products accrue points enabling retailers to exclude low margin products
- Retailers can set parameters so customers can only redeem points/discounts etc when they attain a certain threshold of points
- Simple stamper application shows graphical stamp each time a product/s is sold
- Loyalty accounts can be assigned a specific price level for all or specific products e.g. Price1 is General Public Price, Price2 is Loyalty
- Preset discounts can be applied to specific departments so that discount can be applied on a certain range of products but not on another e.g. 10% off food but not drinks
- Loyalty accounts can be identified by Code, Magnetic Swipe card, Mifare proximity card, Barcode card, Bio-metric fingerprint or vein reader
- Loyalty statements can be printed from the back office either for an individual account, all accounts or by a range of account groups
- Manual credit or debit point adjustments can be performed against a loyalty account from the back office
- An enquiry can be made against a loyalty account displaying points available to spend, this can be viewed or printed in receipt format
- Customisable fields can be configured e.g. favourite wine, favourite table, wedding anniversary etc.
- Comprehensive reporting and exporting of data for marketing via Excel pivot reports

Options

- Accounts Receivables
- Stock Control
- Gift Cards
- Time & Attendance
- Verifone Chip & Pin Terminal Interface
- PayPal app Interface
- Kitchen Video Interface
- Hotel PMS Interface
- IP CCTV Interface
- Web Ordering interface