

## SPECIFICATIONS >

- Manual selection of shopper level
- Automatic shopper level upgrade based on purchase triggers
- Multiple triggers available (point balance, transaction total, cumulative purchases)
- Automatic shopper level based on a schedule (specific hour and day of the week)
- Account number entry at anytime with hot benefit recalculation
- Many discounts available by shopper level
- Points calculation per item or amount
- Points redemption per item or total order
- Redemption of points for discount and/or points for free
- Points adjustment
- Customers added directly at the point of sale

What's better than using real examples to show the promotions requested by retailers:

- > Buy 1 pack of gum (any flavor) & for a total of \$10.00 in the transaction, **get \$0.50 off**
- > Buy 5 pounds of ground beef & for a total of \$50.00 in the meat sub-department transaction, **get \$5.00 off**
- > Buy 1 pack of gum (any flavor) & for a total of \$10.00 in the transaction, **get \$0.50 off on every pack** of gum bought
- > Buy a fresh turkey & 2 bags of cranberries, **get \$0.10 less a pound** on the smallest turkey
- > Buy a fresh turkey & 2 bags of cranberries, **get \$0.10 less a pound** on the biggest turkey
- > Buy for \$100.00 (admissible item sales only) in the week, **get \$10.00 off**

Our powerful electronic coupon feature lets you create all kinds of promotions based on multiple criteria.

Using the powerful SMS item file database to create electronic coupons, you get all the flexibility you need for your promotions. Your coupons could be valid only for a particular promotion, a TPR or even on your regular price. All those criteria are date stamped and can be triggered automatically by date or customer. Our feature supports unlimited criteria because we know how retailers design their promotions. Based on item sale, department, sub-department, total purchase, we believe that we are providing retailers with all the flexibility they need. If you are giving points and even maintaining multiple frequent shopper levels (Regular, Gold, Platinum), the promotion will be targeted on the group of customers you want.

Coupons triggered by many programmable criteria based on :

- Accumulated points
- Item purchased
- Sub-department sales
- Department purchases (ex: bought for \$20 in bakery)
- Promotion purchases (ex: all chips flavors)
- Transaction total
- Customer level

Triggers based on cumulative purchases

(one transaction, one day, one week, one month, forever)

Triggers based on a quantity, amount, or weight



**Integrated** solution for smart retailer

### Exclusive Partners

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