

FREQUENT SHOPPER >



Integrated solution for smart retailer

The frequent shopper functions provided with the SMS software are key tools to keep customers coming back to your store.

All customer benefits are programmable by shopper level (bronze, gold, platinum, etc). Points mixed with promotions are also a trend that some retailers are following. SMS gives and redeems points directly from your point of sale. The shopper level is a concept we have designed to provide unlimited shopper levels so you can target a specific group of customers for a special promotion. Although it takes more maintenance, offering incentives to your customers will increase your shopper's fidelity. You can also decide to give promotional prices for a specific period during the week. Let's say that Wednesday morning is slow, why don't you give a 5% discount from 8:00 thru 10:00 am every Wednesday to all your customers or only to frequent shoppers. This will surely create a certain movement.

Managing points and redeeming these points directly from your point of sale is a must in today's retail market. You can give points based on the total purchase or only target certain items. The point balance will always be available for the customers either on screen and/or on the receipt. Redeeming points could also be for the total order by deciding the value of every point or simply giving a reduction on a particular item. Free items from a catalog is also a big request. You can advertise your catalog directly from the customer display using SMS electronic advertising, kiosk or E-Commerce.

The SMS database contains valuable information on your customers. The 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, Loyalty Program. All customer visits are recorded and you have the option to record every item that the customer bought. Analyzing your customers frequency and what they bought provides you with critical information on managing your store. SMS generates customer reports that illustrate your shoppers' buying habit.