FREQUENT SHOPPER

THE SUITE

Store Management Suite (SMS) is a client-based software solution that provides regional and national retailers with seamless, integrated management of the back office, corporate office, warehouse and all aspects of the retail enterprise. The suite contains modules that are typically outsourced, and ensures all necessary data is shared when, how, and with whom needs it. Instant connectivity, anywhere in the enterprise, on any connected device, is reality.

THE OFFER

SMS offers a complete, flexible loyalty engine designed to drive profitable growth, regardless of how simple or complex your loyalty program is. Best of all, SMS loyalty is included with the suite, fully integrated into all operations, and designed to work seamlessly from point of sale, to detailed reporting, to proactive marketing. It is possible to drive behavior, and SMS provides the tools to do just that.

Designing and implementing a loyalty system couldn't be easier. Traditional frequent shopper options, like discounting and points, are easily implemented based on a scheme of your choice. Better still, a more comprehensive set of promotions is available, and these are designed to bring a higher degree of sophistication to the program with less effort. Targeting specific groups of customers, at specific times, is now just a few clicks away.

Customer management is integrated directly with the loyalty engine. Data is now used for multiple purposes, including accounts receivable, check validation, anonymous and named loyalty, targeted offers, purchasing habits, detailed analytics, and more. All the data is intertwined, and now retailers can utilize this advanced knowledge in purchasing, inventory, and promotional activities.

BRIDGE
SMS RETAIL SOLUTIONS

COUPONING

SMS has an extremely powerful coupon engine that provides you the flexibility to create almost any promotion. Electronic coupons can be valid for particular items only, for TPR items, regularly priced items, or any combination. All coupons are time stamped and can be triggered automatically by time or customer. SMS allows you to create coupons based on unlimited criteria, so now promotions can be based on items, department, sub-department, total purchases, and more. Points and frequent shopper levels are easily integrated too.

Coupon examples include:

- » Buy 5 lbs. of ground beef, plus spend $50.00 in the meat department, receive $5.00 off, this visit or next
- » Buy any flavor gum, plus spend $10.00 or more this visit, receive $0.50 off on every pack of gum
- » Buy a fresh turkey, plus two bags of cranberries, receive $0.10 off per pound of turkey
- » Buy 10 bags of cookies, receive 3 bags of cookies free
- » Buy a 20 oz. bottle of soda and a candy bar for $2.00
- » Spend $50.00 this visit, receive 10% off wine purchases up to $10.00 maximum discount
- » Buy 2-liter soda, get $.10 off per gallon of gas, up to 10 gallons

CUSTOMER RECORDS

- » Contact and company name
- » Comments sent to cashier screen
- » Two grouping fields
- » Four tax exemption numbers
- » Customer language
- » Customer linked to certain sales people
- » Credit card information
- » Membership control
- » Easy customer deleting, re-numbering, merging
- » Option to store customer photo

CONTRACT PRICING

- » Attach different prices for any item by customer
- » Configure limited quantities
- » Keep track of all purchases by customer
- » Custom mailing labels & emailed statements

POS FUNCTIONS

- » Programs can be card based or cardless
- » Manual selection of shopper level
- » Automatic shopper level upgrade based on purchase triggers
- » Multiple triggers available, like point balance, transaction total & cumulative purchases
- » Automatic shopper level based on a schedule
- » Account number entry at any time with immediate benefit recalculation
- » Discount by shopper level for specific sub-departments
- » Points calculation per item or amount
- » Points adjustment
- » Customers added directly at the point of sale
- » Zip code lookup & reporting
- » Points calculated on specific tenders only
- » Support for cost plus customers
- » Support up to 35 point programs

MAINTENANCE FUNCTIONS

- » Unlimited shopper levels
- » Unlimited price levels by shopper level
- » Unlimited shopper types
- » Price levels configured at the shopper levels
- » Automatic global discount percent
- » Coupon value multiplication
- » Control when discounts, package, or limited prices apply
- » Control if electronic coupons apply
- » Upgrade to different shopper levels based on time, amount, or point balance
- » Points value multiplication

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