



SYM-PAC

SYM-PAC Loyalty

Features + Benefits

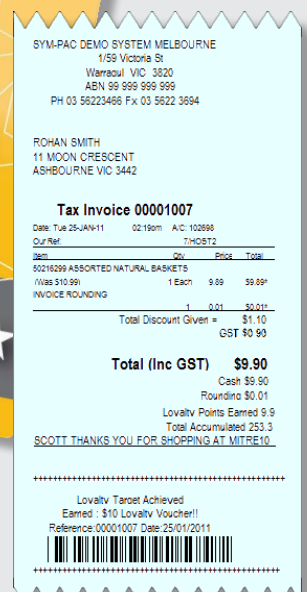
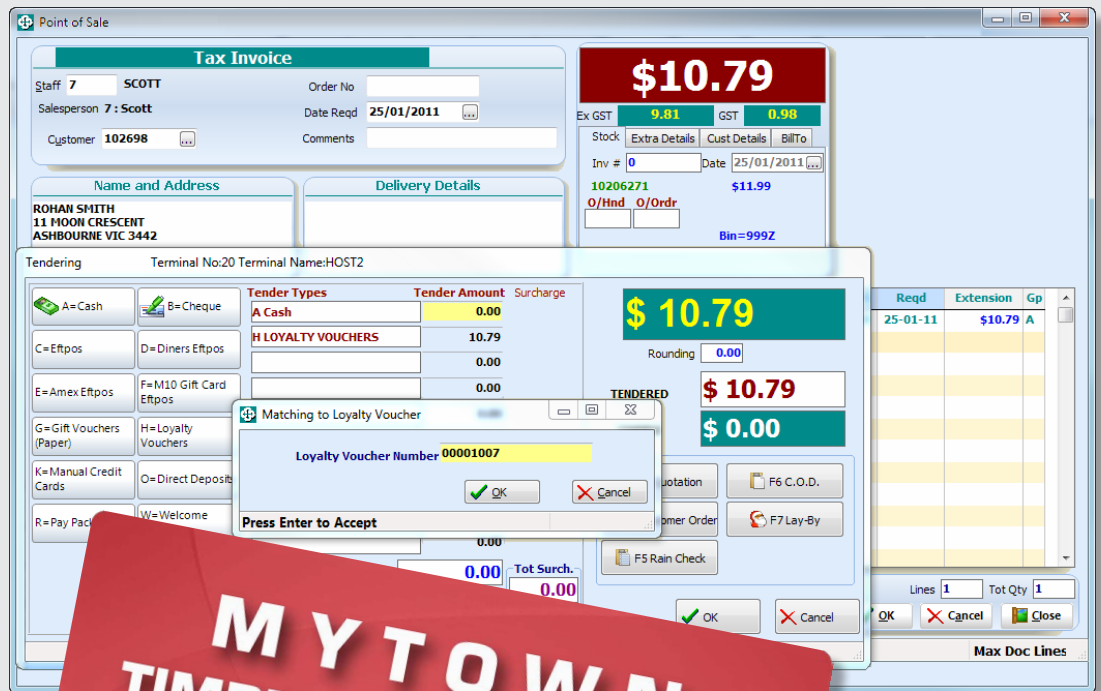
- **Reward your customers + let them earn points while shopping with you!** SYM-PAC's Loyalty module makes it easy.
- **Reduces the focus on discounting — instead, customers are rewarded for buying at your store.**
- **Gives your customers more reasons to come back to your store rather than the opposition — increasing your sales!**
- **Points can accrue by product, department, or by customer group, or at the level you decide for different products in different departments.**
- **Print a Voucher automatically when the target is reached — no waiting!**

You are in charge!

- **Manage all your Loyalty points administration without leaving your SYM-PAC system!**

You decide:

- Conversion of purchase dollars to points
- Conversion of points to rewards
- You set the targets that are right for your customers & that you'll know will be most effective.
- Points earned can be changed to suit individual store promotions — eg. double or triple points by product — whatever you specify. Many generic programs only allow for additional points on total sale value, or a storewide promotion.



You decide:

- Loyalty vouchers can be redeemed at Point of Sale & will be reported on your Combined Till Report.
- Vouchers produced instantly at Point of Sale so you can make a big fuss of the customer then & there on the spot in front of other customers!
- Extensive reports for Loyalty Transactions & Loyalty Summary
- Maintenance function in SYM-PAC to edit, delete, manage lost or stolen cards, & so on.
- Set your own terms & conditions for Loyalty points being redeemed, including a "use by" date if desired.
- Unused vouchers set (by default) to expire, therefore not leaving you with the commitment to redeem banked up points.

Fast — Seamless — Instant

- Customers have an instant points total when they shop — no need for them to go away & look it up.
- As information is stored & available onsite at the store, it doesn't matter if the customer has forgotten their card that day — the points for the new purchase can still be recorded.
- Can be setup to cater for either a Trade or Retail focus — or both!
- Doesn't rely on an external provider holding your data — instant access anytime to customer sales data, GP, shopping visits, points accrued, etc.
- Communicate immediately with your instant 'target market' — the customers in your store!

Debtor/Customer File Maintenance

Customer Alter Customer Code **102698**

Company Name & Address Details
 Name **ROHAN SMITH**
 Street **11 MOON CRESCENT**
 Street 2
 Town **ASHBOURNE**
 Post Code **3442** State **VIC**
 Contact
 Title Initials
 First Name Surname
 User Key

Main Accounts Details
 Alpha Sort **SMITH** Run No
 Group **023** Trade
 Agent **140** Loyalty Club
 Price Category **1** Retail Run No
 Branch **1** Job No
 Alt Grp1 Alt Grp2

Phone Numbers
 Business Fax No
 Home No
 Comments

Financials Delivery & Mailing Flags History Mktng Loyalty Auto Contacts Notes Cards

SYM-PAC Internal Advantage Card Loyalty Magic

Details
 Loyalty ID **900040000** *Laybys do not Accumulate Loyalty Points.*
 Date Joined **25/01/2011**
 Club Category
 Birth Date **00/00/0000**
 Sex
 Allocated Target **01 \$10 Loyalty Voucher!!**

Points Balance
 Total Purchases **0.00**
 Points Balance **243.4**
 Current Target Achieved
0 = No Target Reached

Redeem Points
 Reference
 Date **00/00/0000**
 Comments
 Points **0.0** Update

View Points & Recalc Set Customer Targets

Reference File Table Maintenance

Loyalty Points Conversion by Department

Department	Description	Purchase \$	Points Conversion
001	01 HARDWARE	1.00	1.0000
002	02 HAND TOOLS	1.00	1.0000
003	POWER TOOLS ACCESS	1.00	1.0000
004	04 BUILD SUPP.	1.00	1.0000
005	05 PLUMBING	1.00	1.0000
006	06 PAINT	1.00	1.0000
007	07 PAINT ACC.	1.00	1.0000
008	08 ELECTRICAL	1.00	1.0000
009	09 ELEC APP.&HEAT&COOL	1.00	1.0000

You must record how many Purchase Dollars are converted into Loyalty Points. You can have a different Award Point conversion ratio by Department

Print OK Close

Reference File Table Maintenance

Loyalty Targets

Target Id	Description	Points	Voucher Amount	Mths To Expire
01	\$10 Loyalty Voucher!!	250	10.00	3
				0

To Automatically Record the Voucher in the Voucher System, you need to put a Dollar Amount of the Voucher in the Voucher Amount Column

Print OK Close



SYM-PAC Solutions

Sales 1800 796 722 | www.sympac.com.au

we listen

we innovate

we deliver

Solutions to
get on with
business

