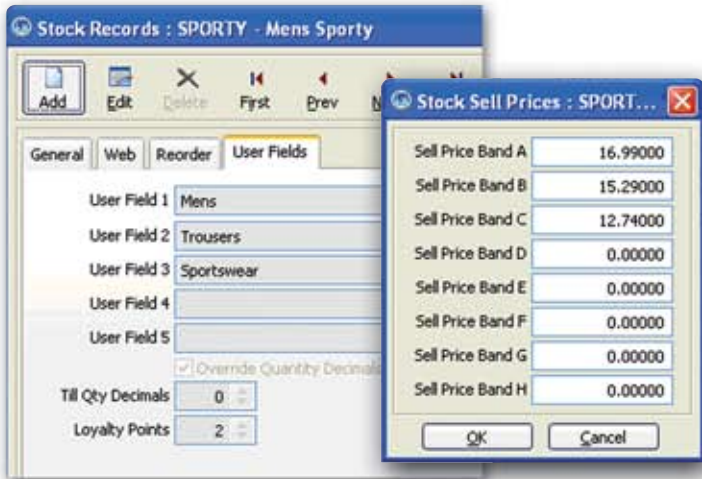


KC Loyalty

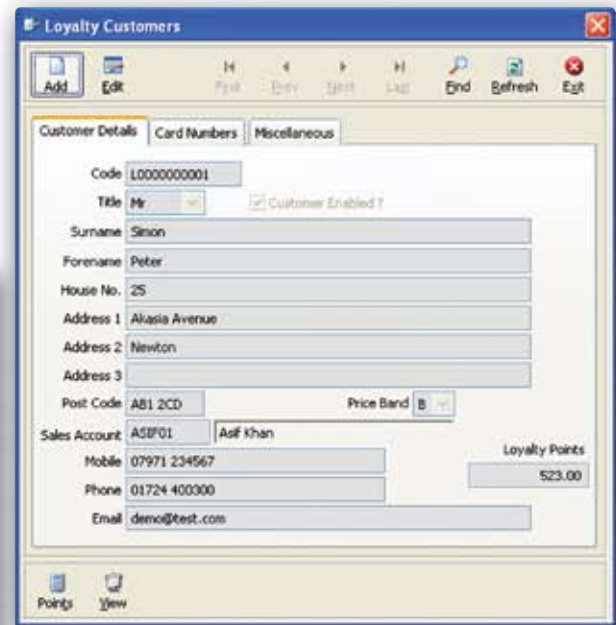
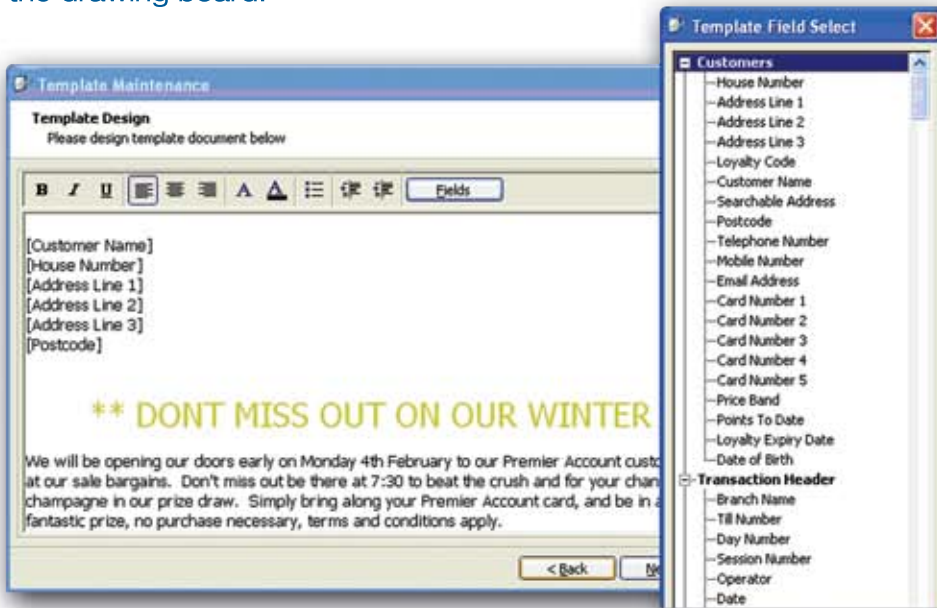
integrated loyalty solutions

In the retail and service industries keeping customers, as well as acquiring new ones, is a primary aim. This is achieved through the services you offer and the satisfaction a customer feels from the goods or services they receive. The KCPOS system has been designed to assist with this process with its customer loyalty and CRM integrations.

Our loyalty solution, as with all aspects of KCPOS, has been written to be as diverse as you need it to be ensuring that your POS system is able to grow with your business. Whether you wish to reward customers with points for spending in your store (per pound or per item); operate corporate accounts to track business customers; or offer multi-level discount cards, KCPOS is able to cater for all your requirements.

Details are maintained easily and accurately with a link to postcode database, and with the ability to activate a card at the point of sales you are never holding up the queues when rewarding your customers. You are able to award customers additional points or change their discount levels at the touch of a button meaning that you are able to grow the system easily without having to go back to the drawing board.



As well as allowing your customers to be rewarded using points or discounts, you are also able to use the loyalty system as a CRM tool. Meaning you can market and contact customers easily using the database you have gathered by issuing the cards. Keeping customers aware of your services and reminding them of the

products you offer is key in such a fast moving industry and KCPOS Loyalty will allow you to do this at the touch of a button.

As this data is captured each time a customer uses their card in store you are able to also use this information to analyse spending patterns. By using our in built data filters the key data taken from the customer you are able to report by postcode area, age range as well as looking at seasonal trends.

Using industry standard card printers you are able to further enhance and personalize your loyalty system by printing customers their specific card when they visit your store. Using a webcam linked to the KC Loyalty system you are able to capture an image of the customer when they register the card which you can print on the card to verify their identity later.

KCPOS is a robust, flexible and secure system, written using the latest Microsoft .NET Frameworks and using secure SQL Databases we are able to ensure the latest technology is available at your finger tips. This also means that data relating to your customers, loyalty cards and pricing can all be maintained live in all of your stores whether just round the corner or at the other end of the country.