

# Loyalty

**reward-it**  
Loyalty and Marketing System

At last a loyalty and rewards system **everyone** can afford!

- More loyal customers
- Increased buying frequency
- Know who your customers are
- Higher turnover and higher profit
- Easy communication with customers
- Reward your customers for their loyalty



THE NEW  
EASY TO USE  
LOYALTY SYSTEM

# Reward-it Lite

The major retailers all run loyalty schemes. Why give them the advantage?

DO IT YOUR WAY. Reward-it gives you the power to create your own brand and stand out from the crowd. The system is flexible enough for you to tailor your loyalty scheme to get the most out of your customers and keep them coming back for more. Personalise your cards, customise your marketing and watch your business grow!

**Are you looking to increase your turnover, grow your customer and improve your profits?**

"The Reward-it loyalty scheme has allowed The Flower Studio to compete head on with the big boys on the High Street! The scheme is easy to use, flexible and designed for independent businesses to provide a professional card scheme at an extremely competitive price"

**The Flower Studio**

"It's so flexible that you can set it up to suit any business really"

**Focalpoint Opticians**

"We would wholeheartedly recommend this loyalty rewards system - especially in this challenging economic climate"

**Hourston Jewellers**



Every card comes with a registration form so customers can sign up to your loyalty scheme

## Reward-it Lite Loyalty System

The Reward-it package consists of everything you need to get started quickly and easily. The easy to use wireless terminal allows you to go from opening the box to initiating your loyalty scheme in no time at all.

- You're in total control of your own scheme
- Reports and mailshots at no extra charge
- Analyse customer data with customised reports
- Drive business in with bespoke marketing

## HOW IT WORKS IN 5 EASY STEPS

- 1 Create system rules (£1 per point etc)
- 2 Hand your customer a card and enrol their details onto the customer database
- 3 Customer awarded points each time they spend
- 4 Reward-it terminals deliver points to back-office system, allowing you to analyse spend data and create targeted marketing campaigns
- 5 Customer returns to store to redeem points and continue shopping!



# Customer & Marketing Manager (CMM)

Web based software that enables you to control your own loyalty system

## Targeted mailshots - communicate with your customers

- Affordable, versatile and easy to use - web based software
- Know your customers and their buying habits - generate repeat business through constant communication
- Create flexible reward schemes - 'double points' promotions, birthday rewards, weekend special offers, etc
- Improve profits and frequency of visits - more customers, more often, spending more money
- Create targeted marketing campaigns - target high spenders, afternoon shoppers, frequent visitors, etc
- Drive in business at quiet times - use rewards to bring in customers around the clock

## 1. Register

Know who your customers are. Transcribe data from registration form to screen. When you synchronise the terminal, you will have all your customers transactions



## 2. Reports

Analyse your customer database by, spend, balance, number of visits, birthdays, interests...so you can then create targeted mailshots.



## 3. Marketing

Design your own newsletters, offers and promotions and send out emailshots at no cost, whenever you like!



Design using CMM software

Alternatively import HTML



## Web Terminal for Loyalty, Gift Cards and E-Coupons

Our Web Terminal is designed to enable retailers to handle Loyalty, Gift Card and Coupon transactions without the need for software integration in their EPOS environments or for separate transaction terminals.

Using a normal web browser, the Web Terminal solution allows you to:

- Manage your programs with full reporting, CMM and financial reconciliation
- Register customer details directly via the web terminal
- Real-time data on all of your customers
- Use a barcode scanner or mag stripe reader (with the possibility to use existing ones)
- Card holder does not have to be present - ideal for account and online customers

## Web Terminal



Using a web browser

## Point Of Sale (POS) Terminal for Loyalty, Gift Cards and E-Coupons

Don't have a web browser facility? Then our POS terminal is the ideal solution.

- Get real-time data with Ethernet or phone-line connection
- GSM/GPRS available for extra mobility
- Set timed and recurring promotions - 'double points' promotions, Happy Hours etc
- Suited for high number of transactions
- Manual entry for account and online customers

## Real Time Transaction Terminal



Online POS Solution

## Integrate with your EPOS system

Want the complete package? Reward-it can be integrated into your EPOS systems allowing your loyalty program to reside with your current retail applications at a store level.

- No need for extra terminals
- Loyalty data capture & automated redemption at your EPOS
- Real time data capture, with matched integration, of product codes, sales value, date and time of sale.
- Create dynamic reward schemes tailored to individual customers using in-depth purchasing data

## Loyalty data capture at EPOS



Comprehensive transaction data



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