

NCR Silver Loyalty

Introduction

NCR Silver 3.1 includes a built-in loyalty program to help you connect with your customers and increase sales from repeat buyers. Because it is fully integrated, you don't need any cards, devices, or other apps. We provide you with everything needed to identify customers and reward them for their business. Customers will appreciate the simplicity and can earn loyalty rewards by one of two methods you select for your program – by number of visits (“punch cards”) or by dollars spent (“reward dollars”). Choose the option that fits your business best. It's up to you! Then, track the effectiveness of your program with integrated reporting from the back office.

- Easy loyalty program setup for you with two easy steps: 1: Choose points or punches, and 2: Set the reward
- A customer is automatically assigned to the ticket when they use their credit card. Not paying with a credit card? Simply enter the customer's name, phone number, or email address to assign the customer to the ticket
- Your customers' purchase activity is stored within the system, and we display their loyalty status right on the POS screen & on the customer receipt – no need for punch cards
- Quick access to loyalty program details in the Back Office, including an overall view of your loyalty program's status
- Your loyalty program applies at all of your stores and/or selling locations



Two Loyalty Programs Available

1 Punch Card

- Tracks the number of customer visits to your store(s)
- The point-of-sale notifies the cashier and customer when the customer has earned a reward that can be used on their next visit
- Setup information:
 - Number of visits needed to earn reward
 - Minimum purchase for visit to count toward loyalty
 - Reward value (amount off in \$ or %) for next purchase
 - Minimum purchase amount to use reward

2 Dollars Spent

- Tracks the dollars spent by your customers and assigns a point for each dollar spent.
- The point-of-sale notifies the cashier and customer when the customer has earned a reward that can be used on their next visit
- Setup information:
 - Number of points needed to earn reward
 - Reward value (amount off in \$ or %) for next purchase
 - Minimum purchase amount to use reward

Loyalty Program at the POS

1

Link customer to ticket & customer earns reward



Back Mike Brady Assign to Ticket

Info Mike Brady (Tuesday Crowd)
445-591-7079
mrmike@brady.org
1547 Main St.
Aurora, CO 80012

Customer Programs

Email Marketing ☒ On

Loyalty 5% off Ticket Expires in 15 days

Next Reward
\$10 off Ticket 90 \$27 \$50

All Rewards >

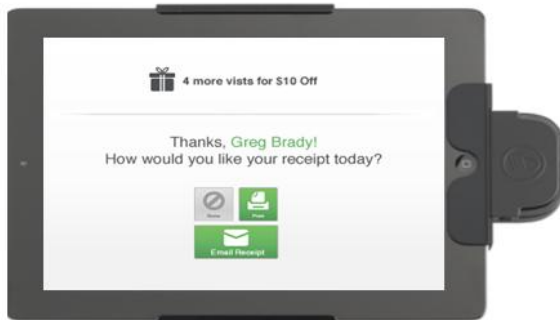
Sales History Most recent sale 6/1/2013, \$13.98 First sale 1/29/2013

Recent sales >

Monthly History >

2

Tell customer their reward progress



THANK YOU FOR YOUR BUSINESS

[Store Name]
[Address1]
[Address2]
[City State Zip]
<http://www.SilverState.com>

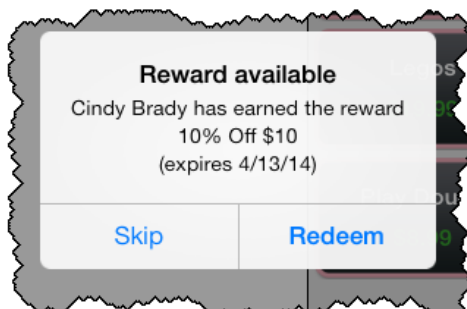
Ticket # 10000950 User: AA11-BOS
Station: MOBILE92 Sales Rep: AA11-BOS
5/14/2012 8:04:59 AM

Item Description	Qty	Price	Total
100021 coke	10	1.00	10.00
Subtotal			10.00
Discount (DISCOUNT)			-2.00
Tax			0.32
Total			8.32
Tender: CASH			8.32
Number of line items purchased: 1			

100 more points for
\$10 Off

3

Reward customer



Discount	- \$1.30
Loyalty (10%)	
Subtotal	\$11.69
Tax	\$0.58
Balance Due:	\$12.27
Clear ticket	Ticket discount

Checkout