

LOYALTY & CASHLESS



TitanPOS Loyalty & Cashless

Increase customer spend via rewards and speed of service

Introduction

TitanPOS Loyalty & Cashless is a feature rich loyalty module for the TitanPOS suite of software. Allowing you to build a comprehensive database of customers and increase customer spend via rewards and speed of service.

Customers can be identified at the point of sale via a number of different methods including: Barcoded cards, Magnetic swipe cards, Proximity cards or simply via a manual lookup.

The following built in features then help you maximise on sales and increase customer spend:

- Percentage Discounts
- Customer Specific Promotions
- Loyalty Points
- eMoney Loyalty Rewards
- eMoney Top-ups & Payments
- Customer Pre-Loads

Customer Database

TitanPOS Loyalty includes a full customer database, storing customer name and address details along with other information such as date of birth, how the client first heard about your business and 100 user defined preferences. All customer records have a loyalty expiry date assigned to them allowing for annual renewals, etc. (This can default to 1 year, 2 years, long expiry or manual override).

Cashless & eMoney

TitanPOS Loyalty & Cashless includes eMoney payment capabilities providing faster transaction times and increased customer spend. Cashless payments are made using customer assigned proximity cards. This method of payment is substantially faster than other payment methods and dramatically reduces queuing times.



Loyalty eMoney can be awarded to customers as a percentage of individual order spend. This percentage is defined for each of the 10 discount levels (customer groups), meaning that different card types can earn differing amounts of eMoney. For example Season card holders may receive a 10% reward whereas normal card holders may only receive 5%.

Customer cards can also be topped up at any till point or via our customisable web top-up portal.

Customer Pre-Loads allow you to store promotions against specific customers with user definable date and time ranges. For example you may choose to offer a free or discounted beverage to customers to enter the venue early or stay late.

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Technology Ltd

Software Solutions for Retail and Leisure
EPOS Software & Hardware . Loyalty . Cashless . E-Commerce

Key Features & Benefits

- Cashless Payments
- eMoney Loyalty Rewards
- Loyalty Points by Product
- Loyalty Points by Order Value
- Customer Discounts
- Web Top-up / Reporting Portal
- Customer Pre-Loads
- Multiple Discount Levels
- Multiple Locations for eMoney
- Customer Photos for Identification
- Barcoded Cards
- Magnetic Swipe Cards
- Proximity Cards
- Proximity Readers Showing Balance
- Data mining via 'Query Builder'
- Multi-Language Capability
- Quicker Transaction Times
- Reduced Walkaways
- Data Capture & Spend Analysis
- Eliminate Cash Pilferage
- Reduced Cash Handling Costs
- Increased Customer Satisfaction
- Faster Service at the Point of Sale
- Secure Payment (Good for Families)

Order No	Order Date	Transaction Type	Transaction Location	Order Value	Order Status	Order Details	Email Invoice
99/1/12028	23/07/2013 10:58:04	ECash Credit		£10.00	Fully Fulfilled	Details	Send
99/1/11998	22/07/2013 14:36:06	ECash Credit		£50.00	Fully Fulfilled	Details	Send
99/1/11941	21/07/2013 09:49:30	ECash Credit		£100.00	Fully Fulfilled	Details	Send
99/1/11916	20/07/2013 21:34:58	ECash Credit		£100.00	Fully Fulfilled	Details	Send
99/1/11915	20/07/2013 21:34:29	ECash Credit		£100.00	Fully Fulfilled	Details	Send
99/1/11813	17/07/2013 22:51:30	ECash Credit		£10.00	Fully Fulfilled	Details	Send
99/1/1432	07/01/2013 15:01:30	ECash Credit		£10.00	Fully Fulfilled	Details	Send
99/1/1432	28/11/2012 12:21:18	ECash Credit		£10.00	Fully Fulfilled	Details	Send
99/1/1593	27/11/2012 16:52:51	ECash Credit		£50.00	Fully Fulfilled	Details	Send

Customer Query Builder

Customer Data | Customer Preference | Sales Data | Options | Word | Email | SMS | Export | Last Visit | Membership

Card Number: NOT Other System ID:

Customer Index: NOT Epostcode: NOT Equal

Customers with NO PostCode Include N/A Customers

Title: NOT Equal

Surname:

Company:

Town: NOT Equal Birthday Month (mm):

County: NOT Equal Birthday Day (dd):

Country: NOT Equal

Email Address: NOT Equal Age From:

Home Phone: NOT Equal Age To:

Work Phone: NOT Equal Gender:

Mobile Phone 1: NOT Equal Marital Status:

Buttons: Close Query Builder, Create Query, Display Query Results, Clear

PCS Technology Ltd

Account Name: George Handolph
eMoney Balance: £360.00
eMoney Status: Active

Order Number: 1/1/219 Order Status: Completed
Order Date: 22/05/2012 13:28:47 Order Value: £95.00

Product	Quantity	Item Price
Product: Sola66 Product No: 0001:7	1	£20.00
Product: Pabonn Product No: 0001:9	1	£60.00
Product: Is, Liten Product No: 0001:10	1	£15.00

Loyalty Points

Each product can have loyalty points assigned it, uniquely allocating points to customers purchasing specific items. For example a coffee might reward the customer with 10 points. Alternatively points can be allocated as a percentage of total order spend.

Points are assigned a redemption value from the backoffice. These points can be used as part of full payments against future purchases or can be used as a means to purchase not normally for sale items / rewards.

Double points promotions can be enabled from the backoffice along with rules about the percentage and minimum number of points required when paying.

Points can also be gifted to customers via a backoffice management screen.

Query Builder

TitanPOS Query Builder, accessed via the backoffice allows you to target customers with specific promotions. Customers can be selected from a number of criteria including: Past sales, Age, Birthday, Gender, Part of their address, Membership and Customer preferences. From here you can produce mail merges to Microsoft Word, send emails, send SMS text messages or simply export the data to a file for use with other third party systems.

Reporting

TitanPOS includes a comprehensive set of reports designed around the loyalty and cashless interface.

Reports can be run to show customer balances & statements, top spending customers, total eMoney rewarded over specific date/time ranges and transaction speed analysis.

Web Portal

TitanPOS Loyalty includes an optional web portal allowing customers to view past sales transactions plus loyalty and cashless balances. If you are using eMoney then customers can top-up their cashless balance directly from the portal.

Discounts

Customers can be categorised into one of 10 different discount levels. Percentage discounts can be applied to products using these customer discount levels.

When a customer purchases an item (via Till or on the web) the relevant discount is automatically applied.

Multibuy promotions can also be set as discount level specific. Meaning that you can create promotions specific to each of the different discount categories.