



Overview

Once the domain of only the major high street names, electronic Customer Loyalty - the art of keeping the customer coming back to your business time and time again - is now within the reach of even the smallest business.

Restaurant, Pharmacy, Greengrocery, Wine Bar. Whatever your business, it will undoubtedly benefit from the introduction of a Customer Loyalty programme.

VisualLoyalty from DED comprises a Star TCP400 card reader/writer, VisualLoyalty software, reusable cards, all connection cables and full instructions. The Windows-based package enables you to run focussed loyalty/promotional programmes and your customers to instantly see the "reward" points they have earned.

Not only is the points value shown on the card, but a graphic (suitable for the application and available from the supplied image library) can also be shown which "grows" as the points value increases.

So flexible is the software, that not only can the "front" screen be personalised and run up to 6 user-defined special promotions at the same time, but these can be linked to the individual promotion. e.g. "Free tie with every shirt".

The system memory holds all customer and transaction details, which can then be output in the form of Customer Statistics Reports and also as labels for mailing applications. This means that economical, targeted mailings can be produced by your local Instant Print outlet and mailed using address labels output directly from your own printer.

The VisualLoyalty package can be used for single or multiple sites, as points details are stored on the card's magnetic stripe in a secure, encrypted format.

There is also the option of a Receipt/Barcode Voucher Printer as well as a label printer. With a simple, drop in loading ribbon cassette, changing ribbons need not be a complicated procedure and thanks to the USB interface, integration is a snap.

Features

- Total Visual Customer Loyalty System
- Ideal for 'small' businesses
- Communicate with your customers
- Know your customers' buying patterns
- Reporting and labelling functions
- Customer address/transaction database
- Suitable for single or multiple site



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