LOC Loyalty

Multi-platform Customer Engagement

IN-STORE

ANALYSIS

LOYALTY

IN-APP

ONE SELLING ENGINE

LOC Suite
unLOC your Potential

DELIVERY

ONLINE

OFFERS

Loyalty Suite

LOC SUITE

LOC SUITE is the next-generation solution from LOC Software designed to make transactions more manageable, profitable, and frequent for regional and national grocery retailers. The new design delivers role-driven applications capable of serving stores, web, and mobile - unifying front end, back office, headquarters, personnel, and customers - all seamlessly accessing data wherever and whenever it's needed, from any device.

THE OFFER

SMS offers the most comprehensive customer engagement platform on the market. The single, unified database design of LOC aligns the POS to back office to host, providing seamless data flow in all directions, even across stores. Information is accessible anywhere, and interaction is delivered where it makes the most sense,

including in-store, web browser, email, even an integrated phone app. LOC provides the platform, and the customer chooses the delivery vehicle. Our architecture is supported by tools that deliver an outstanding customer experience. The powerful electronic coupon engine can be targeted specifically to a customer or group, providing offers that go well beyond traditional dollars or percentages off. Instead, offers can now be based on what truly is happening during the transaction. Similarly, offers can be delivered based on past purchases, past non-purchases, even combined over a definable period. As a result, enticing the customer to try or buy items they typically have not is easier than ever. Combined with a fully integrated, fully online POS, the promotional capabilities are only limited by imagination. True transaction-based offers are not only possible but are now done every day.

LOC Loyalty
Multi-platform Customer Engagement

Loyalty Suite Offerings

CUSTOMER MANAGEMENT:
- Complete contact information
- Card or cardless based options
- Customized groupings
- Accounts receivable & check validation
- Contract pricing with control limits
- Assign salesperson(s)
- Encrypted credit card tokenization
- Membership & lifecycle management
- Birthday reminders
- Customized messaging for cashier screen
- Support for master or bill-to accounts
- Ship-to information & freight rules
- Delivery routes
- Multiple customer accounts linked to one master
- Create accounts at POS, via phone, web, PDA
- Provide anonymous card at POS with online registration after
- Identify accounts by card or phone, at PIN pad or swiping MSR
- Opt-in or out clubs & programs
- Set risk levels for charge accounts & link to master
- Limit check & private card amounts
- Unlimited shopper levels with automatic upgrades

DISCOUNT OPTIONS:
- Multiple percent, dollar & item discounts
- Proportional & global discounts, item related discounts
- Sub-department & specific customer discounts by shopper level
- Volume & limited price discounts & cost-plus pricing
- Unlimited price levels by price type (e.g. regular, TPR, in-store)
- Multiply manufacturer coupons based on shopper
- Fuel discounts by shopper level

TARGETED PROMOTIONS:
- Unlimited shopper levels
- Auto & live shopper upgrades based on spend or points
- Set expiration or limit number of uses
- Create offers by customer, shopper level, or transaction details
- Create offers based on customer queries and many other criteria
- Create offers based on seasonal events
- Send notifications by email or text
- Customized messaging on receipt
- Report on number of offers issued versus used
- Coupons can be customer or customer level specific
- Randomize for sweepstakes & instant winners

POINT OPTIONS:
- 35 different point programs per account
- Issue points numerous ways, with varying point ratios per program
- Earn different point levels based on price events
- Exclude items from earning points
- Enhance point program options by shopper levels
- Set expiration dates for points
- Retrieve balances at POS
- Redeem points as tender, even donate points