LOC Advanced Promotions

Seamless Retail Transactions

IN-STORE

ANALYSIS

LOYALTY

IN-APP

LOC Suite
unLOC your Potential

ONE SELLING ENGINE

DELIVERY

ONLINE

OFFERS

Advanced Promotions

THE 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

The combination of LOC POS, customer file, loyalty, and coupon engines provides retailers with the most complete, adaptable, and sophisticated promotion toolset in the industry, without exception.

The retailing process may start with a transaction, but the true art begins in many forms, and that's where data can genuinely help a retailer find those

optimal approaches. LOC offers industry-leading customer engagement, capable of anonymous, card based, and even targeted offers, creating the desire to purchase and instigating the entire process.

Like every other aspect of retail technology, successful promotions require a sophisticated engine that delivers much more than cents off or percentage discounts. First, successful retailers understand purchasing patterns, or perhaps lack thereof. Then, that knowledge is translated into a crucial resource that influences behavior and is delivered through a medium that makes the most sense for the targeted prospect, customer, or group.

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Advanced Promotions Offerings

STANDARD DISCOUNTING OPTIONS:
- Item discounts in dollars or percent
- Global discount based on specific total(s)
- Proportional discount based on all relevant items
- Print coupons based on any criteria for next visit
- Email coupons based on any criteria

ITEM DISCOUNTING:
- Discount based on quantity
- Limited quantity discounting by transaction
- Time limited discounting
- Pick X for a specific price
- Picnic basket, or buy this, buy that, get this
- BOGO's forced on quantity or discounted
- Tiered "turkey" promotion based on any criteria & any time-frame

SUB-DEPARTMENT DISCOUNTING:
- Set percentages for all items within a sub-department, plus combine different percentages by shopper level
- Use sub-department criteria for any promotion, even between or among other sub-departments
- Buy X in deli, get Y in bakery
- Buy X in deli, buy Y in bakery, get Z at salad bar

VENDOR COUPONS:
- Validate coupons based on items scanned
- UCC prefix 5, UCC/EAN prefix 98 or 99, GS1 coupons, all scannable
- Multiply coupons by any factor
- Add any fixed amount to value of vendor coupons
- Set maximum value thresholds
- Set maximum value for total discount amount

CALCULATING DISCOUNTS:
- Intelligent Transaction pricing & can recalculate any time items are added or removed
- Promos can trigger by entering customer
- If a contract or wholesale pricing applies, transaction reprices whenever the account is entered
- Apply best available electronic coupon on subtotal or first tender

TARGETED PROMOTIONS:
- Upgrade shopper level live, based on transaction or cumulative totals
- Temporarily upgrade shopper level with expiration
- Create offers with easy navigation wizards or utilize customizable algorithms
- Create offers based on items, customers, or groups, all with expiration & limits on usage
- Create electronic offers that require opt-in
- Create offers at POS instead of printing
- Create offers based on lost sales or customers
- Create offers based on purchases, or lack of, for items or sub-departments