



Epicor Precise  
Point of Sale

## Precise POS Loyalty & Payment Programs

The concept of a Loyalty Program is employed by retailers as a strategic means to help boost wallet share of the company with its customers. In of itself it provides little benefit, but when used as part of a detailed customer relationship management, marketing, branding, staff training and business process management strategy it can be a powerful weapon to encourage customers to shop more often with the organisation and, typically, increase the value of individual purchases.

Usually, this involves the concept of 'Loyalty Points' or 'Reward Points' that can be redeemed either for store Gift Vouchers/Cards (which can subsequently be used in place of cash or credit) or used as all or part of the payment for merchandise directly at the point of sale.

- Currently designed to provide the following capabilities:
- Support the concept of Loyalty 'Points' that can be used in place of actual currency.
- Points can be accrued at a user-defined rate – i.e. \$1 of spend = 0.05 loyalty points, and different accrual rates can be applied to different product groups and individual items.
- Optionally create journals in GL to reflect liability increase as points are accrued, and decrease as they are spent.
- Define payment method(s) that a cashier can use when a customer wishes to 'spend' points. Note that in the current release the spend conversion rate is currently fixed at 1 point = \$1 (or some other appropriate value in the system Home currency); we expect to provide the ability to define very flexible spend conversion rates in a future release.
- Multiple different 'Plans' (programs) can be defined for different purposes, and each customer can have as many Plan Balances as you wish.

- Provides the 'hooks' to connect into a third-party loyalty/point program provider (eg Givex) via web services/XML.

Basically, the module provides the ability to define Plans and how a Plan Balance should accrue to a customer. It allows customers to use accrued points as a method of payment. A customers point balance can also be manually adjusted up or down, and the module can also be configured to 'write off' one or a group of customers' balances at a given point in time.



[solutions@precisebusiness.com](mailto:solutions@precisebusiness.com)



[www.precisebusiness.com](http://www.precisebusiness.com)

**Global Headquarters**

Level 1, 116 Hobart Street  
Mt. Hawthorn, Western Australia 6016  
P +61 (08) 9242 5933

**Precise EMEA**

6-8 Market Place  
Reading, Berkshire RG1 2EG, UK  
P +44 (0) 1189 254 964

