The Wallace Haines Company

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Customer Courtesy Cards, Frequent Buyers and Promotional Coupons

C ustomer Courtesy Cards reward loyal customers. The exact reward is up to you.

Frequent buyer plans track customer sales and award Promotional Coupons redeemable on future purchases. With plan activation, the cash register automatically issues a customer coupon after a transaction that pushes a customer over the cumulative buying threshold. A coupon reward might amount to $10.00 for each $200.00 in purchases *or* $5.00 for each $100.00 *or...*

Frequent buyer benefits are integrated into both cash register and mail order register programs. So whether customers buy in_ store or order over the web, sales are credited to their account and accumulate for frequent buyer rewards.

Enter/ Edit Customer Records
Enter address, phone, email address. Mark customers with subject interests. Add memos, notes and instructions. View sales and coupon recap.

Sort/ Count Customer Records
By Zip or subject or more.

Generate Mailing Labels/ Customer email Files
Sort customers by database criteria or sales criteria.

Customer Sales Audits
Find customer sales for all titles for a specific period. Show all buyers for a single title. Show all buyers over a specific time period.

At the Cash Register
❑ Scan a customer card or search the customer database or edit a customer record or enroll a new customer. Capture sales. Cash register receipt printer automatically generates a promotional coupon when a customer passes the qualifying sales threshold. Redeem the coupon at any future sale. Coupons are sequently numbered and recorded as open or as already redeemed.

❑ Cash register receipts show amount accumulated toward next coupon reward.

❑ Integrate special discount offers with "subject codes" that automatically activate as customer holders present matching product. For example, customer card holders belonging to the Classic Jazz club might get a 10% discount on all reissues of classic jazz recordings.

❑ Reward purchasers of store "gift certificates" with credit points for the value of their gifts.

Card Holder Records
❑ Keep track of customer mailing address, phone number, email address. Add notes, cash register memos, abstracts or special instructions. View recaps of buying history, dollars accumulated toward next coupon credit and dollar value of coupons awarded.

Coupon Status Inquiry
❑ Set a coupon "expiration date" and archive unredeemed coupons .

❑ Inquire about open or redeemed coupons for issue date, store of issue, cashier, amount, and expiration date.

❑ Search either active or archived coupon records.

Sales Audits
❑ Search sales audit records by store and date, title and date, customer and date. Who are card holders who purchased in the last two months? How much did they spend? Who bought copies of a particular title? Which customer card holders did not buy between October and December?

❑ Courtesy card programs keep detailed historical records of sale transactions.

Sort and Count Card Holder Files
❑ Count cardholders. Count holders by specific "subject code." Count holders by Zip Code for targeted mailings. Generate customer files with email addresses. Generate customer labels with mailing addresses. Target active or inactive customers.