pcAmerica
Retail and Restaurant Solutions

Customer Tracking & Loyalty Programs

Boost Your Sales!!!

Customers are the most important part of any business. Cash Register Express and Restaurant Pro Express have powerful built-in customer tracking and loyalty features that will help businesses of any size or type; using these aspects of our point of sale system can increase your sales over 20%.

Increase Your Sales

Offer A Customer Loyalty Program

- Record details of each customer including name, address, birthday, e-mail address and individual notes.
- Send mass e-mails and paper mailers to your customers, making sure they have constant reminders of your business.
- Give customer plastic loyalty cards that earn them points and other bonuses, giving them a physical reminder of your business in their wallet.
- Automatically reward your customers for frequent visits by giving discounts on future purchases
- Birthday bonuses show customers you care
- Detailed purchase history recorded for each customer

"The easiest customer to get into you store is one that has already shopped there before."

Mass E-mail and Paper Mailings

Bring Customers Back to Your Store or Restaurant

- It requires more time, effort and money to get new customers into your store or restaurant versus customers that have been there in the past.
- The built-in mass e-mail features allow you to e-mail customers in your customer database; alternatively you can print labels and mail postcards or letters to you customers.
- Send your customers informational newsletter that will perk their interest; include coupons, sales and new product announcements to draw customers back into your business.
- Keep in contact with your customers; the more they hear from you, the more they will visit you.

Customer Maintenance Screen

The customer maintenance screen is used to enter dozens of pieces of information about each of your customers. CRE and RPE will record a detailed sales history of every product that each of your customers have purchased from you.

Got a question? Call us and ask!
1-800-PC-AMERICA

For more details on
Customer Tracking
As well as hundreds of other features,
visit us online.
www.pcAmerica.com

Customer Tracking & Loyalty Programs

Splash Management has over 20 locations and is the fastest growing car wash company in the world. Their old POS system had a limited loyalty plan that was not shared between the stores. Splash switched to Cash Register Express; with the flexibility of the built-in loyalty features spread across all their stores, Splash enjoys a 20% increase in sales!

Customer Loyalty

Customers Like to Feel Appreciated

Give your customers small rewards and they will shop or dine with you more often.

Our built-in customer loyalty features do the work for you; all you need to do is tell the system what sort of bonuses and discounts to offer your customers. The register will track everything for you and automatically give your customer the reward.

A few examples include:
- Free meal or item on your birthday
- Spend $100 get a free $10 gift card
- Come back within 3 days and get 10% off
- 15% off every purchase of $15 or more
- Almost any other incentive you can think of

Reward your customers and they will reward you back with more business. Your reward doesn't stop there; every happy customer will tell a few of your friends about their business, resulting in more customers and more business.

Loyalty Cards

Got a question? Call us and ask!
1-800-PC-AMERICA

Loyalty Cards

Loyalty Cards are a fast and friendly way to select the customer for the current transaction. A quick swipe or scan will look the customer up in a split second; the cashier or server will be alerted if they have any bonuses.

Loyalty Cards and key chain cards are a physical reminder of your business that your customer carries with them.

Accounts Receivable

Buy Now, Pay Later?

Some stores and restaurants allow their customers to have open accounts in order to make purchases now and be billed at some point in the future. Accounts receivable functionality is built into CRE and RPE. Customer balances are automatically tracked within the POS with the ability to apply finance charges and print full size statements that you an use to bill your customers.

For more details on
Customer Tracking
As well as hundreds of other features,
visit us online.
www.pcAmerica.com