

# fidelity software



instantloyalty

instantdrilldown

Loyalty card and marketing software suitable for both retail and hospitality



restaurants, clubs and bars



retail and fashion



supermarkets



## fidelity instantloyalty

Fidelity's Instant Loyalty software is an extremely powerful and flexible system combining a customer profile database and the latest modern communications methods.

### integrated customer loyalty and marketing software

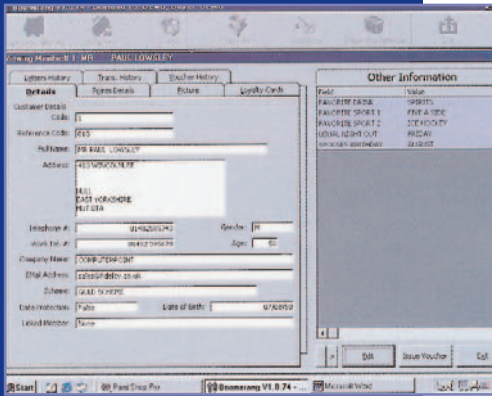
Instant Loyalty enables the smaller operator to compete on equal terms with the larger multiples by enabling them to operate a powerful card based loyalty system. Points redemption can either be real time at the point of sale terminal or can be via vouchers mailed directly to the customer.

### how it works

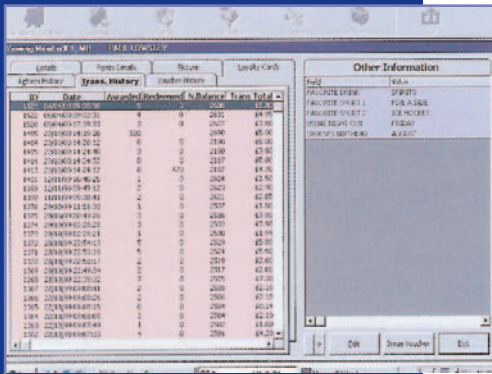
The customer details from the application form are entered onto the database to form the base customer records. Over time, with every swipe of the card through the point of sale terminal, a profile of the customer's spending is built up. Details like frequency of visits, spending patterns, specific days of the week visits are made and total spend are recorded. From this information, specific promotions targeted at selected customers can be developed to increase their spending, encourage them to shop more often and to retain their loyalty.

### communicate with your customers regularly and increase turnover and profit

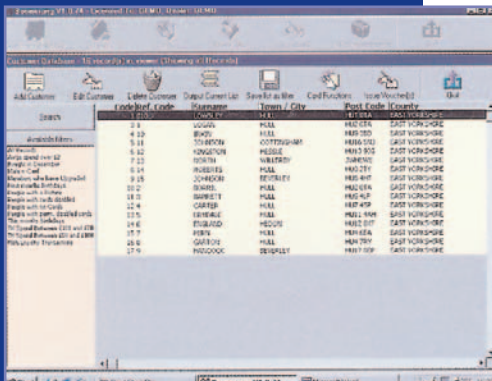
Loyalty marketing can be used in a hundred different ways to generate extra turnover. Examples include: inviting selected customers to a new product launch, sending a customer a birthday voucher, sending your best customers a special offer voucher and sending lost customers a range of vouchers to encourage them to return. Staying in touch with your customers lets them know that you value them and that you are not simply taking them for granted.



Comprehensive database stores full details of the customer and his or her spending habits



Full audit trail showing all transactions



Unique 'drag & drop' filters for precise data mining



Extensive on-screen reporting

# fidelity instantloyalty

## our simple 1-2-3 loyalty plan

In three simple steps you can select the customer group you wish to target, merge their details to a voucher or marketing letter and then either mail, email or even text it to them.



### search the database

- a birthdays
- b anniversaries
- c shopping habits

### target your customers

- a thank them with a special offer
- b preview new products
- c send a welcome letter

### contact the customer

- a by mail
- b by email
- c by text message

Use the latest communications methods to contact your customers whilst they are on the move using email or text messaging.

## key features

- Powerful database
- Multiple points schemes
- Password protection
- Deactivation of lost cards
- Seamless links to MS Word
- Facility to manually add points
- Comprehensive help screens
- Email facility
- Samples of letters included
- Samples of vouchers included
- Uses low cost magnetic cards
- Scalable from single site to multi-site

## The perfect solution

for increasing business

other powersuite  
modules by fidelity

fidelity **totalcontrol**

Comprehensive EPoS  
management information  
software.

fidelity **totalstock**

Powerful stock control  
software that runs in  
conjunction with total  
control.

other software  
modules by fidelity

fidelity **instant leisure**

Membership, admissions  
and door entry software  
for sports centres and  
nightclubs.

fidelity **instant cashless**

Magnetic card based  
cashless software for  
catering outlets such as  
schools and colleges.

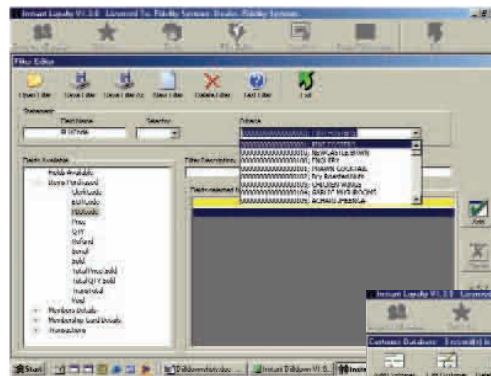
fidelity **instant enrolling**

PC based enrolling system  
for high speed  
throughput of students  
during registration. Also  
used by finance to collate  
payments from other  
departments during  
the year.

authorised distributor

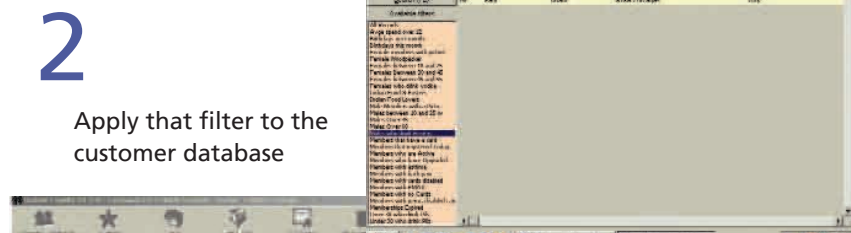
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## Fidelity instant loyalty with drilldown



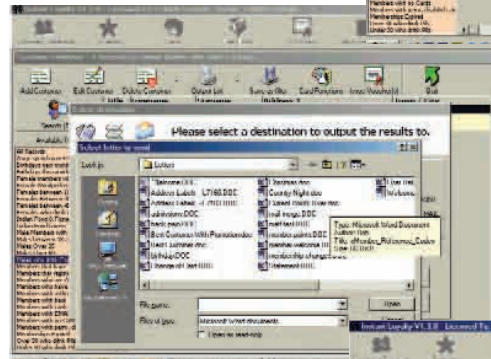
1

Create filter using  
enhanced filter editor



2

Apply that filter to the  
customer database



3

Select method of  
communication to  
customer either by letter,  
voucher or email



4

or even by  
text message

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