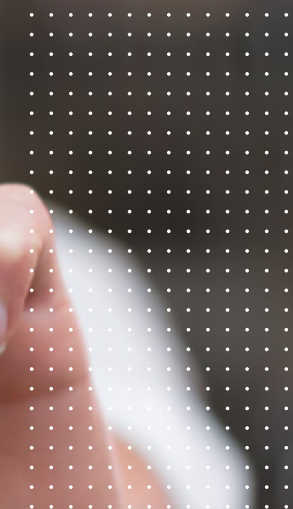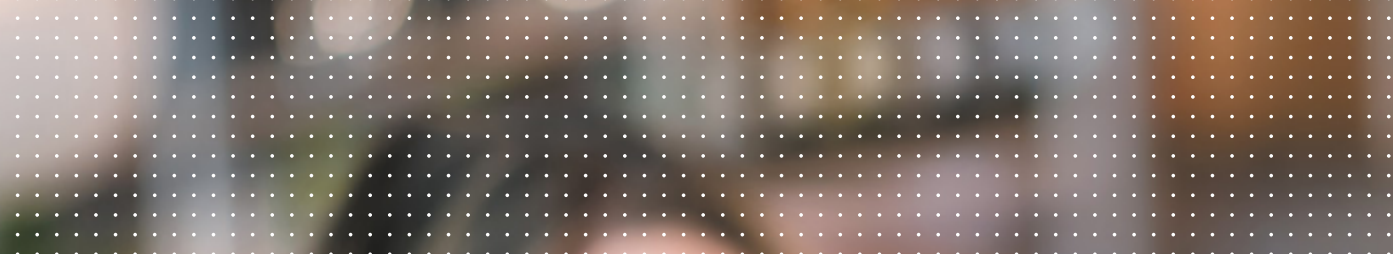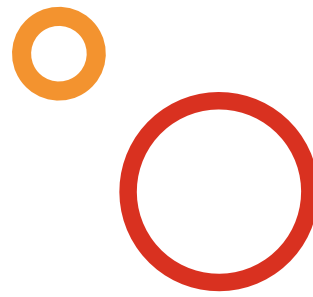# TouchLoyalty

Customer Loyalty Software

TouchLoyalty delivers amazing extras to maximise your trade

ICRTOUCH

Build customer *Loyalty.*

TouchLoyalty enables you to build a loyal customer base who are rewarded for returning again and again, maximising customer spend.

TouchLoyalty gives regular customers, members, VIPs or even staff an instant discount on their purchases. Elaborate points schemes can also be created that incentivise customers to make repeat purchases for deferred discount or other rewards.

Rewards are *endless.*

Loyalty *schemes.*

Direct customer marketing.

Customer spending habits are tracked over time, allowing you to create and schedule promotions. Offer a customer their favourite drink if they visit during a quiet Wednesday lunch, or send a promotion to be used on their birthday.

TouchLoyalty can be introduced across multiple sites. Use it to run multiple and complex loyalty schemes across every branch of your business.

Reward Customers.

Reward regular customers or use the loyalty system to encourage customers to return if they haven't been in for a while. Apply points or loyalty rewards to individual products. Offer happy hour or early bird for members. TouchLoyalty gives you the tools to interact with your customers more often.

Manage Unused Stocks.

Encourage the purchase of unused stock with a points system for deferred discounts on selected lines.

Points System.

Implement a points system and monitor how things are going, TouchLoyalty software clearly displays your current points liability. Use points to sell products that have been sitting on the shelves for too long. When points aren't redeemed use TouchLoyalty to encourage customers to accrue more or to use them up.

Customer Analytics.

TouchLoyalty software is the clever way to monitor your customers and their spending habits allowing you to plan and roll out promotions, targeting specific stock, days or people.

Photo ID.

The photo ID checking system allows the clerk to confirm the identity of the card holder so that no cards are stolen or shared.

Multiple Sites.

TouchLoyalty can be installed across multiple sites and businesses or on single back office systems, enabling customers to use their loyalty cards across a chain of sites.

TouchLoyalty
opens doors.

Loyalty Schemes.

TouchLoyalty software is perfect for managing members-only loyalty schemes because you can upload a picture of your customer. Display it alongside their details including information about how they use your business.

TouchLoyalty combined with a branded membership card or fob can open doors when you need them to be open and leaves them shut when you don't.

Case study.

Oasis.

Oasis is a popular retail store and cafe, with a bustling customer base built from local residents and also the large number of tourists who visit the Isle of Wight, off the south coast of England. A constantly changing product line and an increasing market from outside the island's borders led Oasis to invest in creating an online shop so that their loyal customers could continue to purchase products even after they had returned home across the water. An EPoS system was needed that could handle both the coffee shop and the retail store, and work seamlessly with their website so that online sales could be processed just like walk-ins. Since a lot of their custom was from tourists, they wanted to keep those customers coming back even once they had left the island through their online shop with the use of a loyalty system.

The Solution

An ICRTouch EPoS system was supplied and installed at both the retail and coffee shop, along with an e-commerce webshop link integrated to the TouchPoint till system. TouchPoint, TouchLoyalty and TouchOffice Web were all used to deliver the perfect solution for Oasis.

The Result

The main checkouts are powered by the intuitive and responsive TouchPoint software from ICRTouch. The screen layouts make it quick and easy for staff to process sales, and there are no queues at the checkouts with the integrated credit cards making sure that payments are accurate and sales are not lost for customer's expecting to pay by card. The coffee shop runs smoothly, with all orders printing at the kitchen automatically after each sale is made.

There are 3 customer facing displays attached to the tills in the shop. The large screens display easy to read sale information back to the customer and also serve up adverts directly from Oasis' in-house digital content delivery service.

TouchLoyalty was installed so that Oasis could keep in contact with their tourist customers and offer further points promotions and discounts, encouraging return online custom. As customers continue to purchase, Oasis can identify their spending habits and directly target each of their customers with promotions suitable for them. The loyalty cards also allow for local islanders to use the coffee shop regularly as well as the retail store for gifts and home decorations.

An important factor for the EPoS system was the ability to integrate with the online sales, so that customer's orders will appear seamlessly in the warehouse along with those that have paid at the till. The ICRTouch Magento webshop link connects Oasis' own online shop to the TouchPoint till; sales are received and processed at the till with an order slip printing in the warehouse and stock information is shared back so that the webshop knows when there are no more items of a product to sell.

Having an EPoS system that handles all the retail sales and coffee shop sales through the same integrated software really simplifies management of the entire business.

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