

Customer Loyalty & Rewards, Part 1#

Tracking Customers is easy, if you can import the Student Records into School POS (we can help) All you need is to get a Student Name & ID# doc. (grade level is optional) in an Excel or Text (csv) format. from Office. This doc. Imports fast & easy into School POS (we can help). If the Student ID# is a Bar-Code on their card, this can be scanned for EZ & Fast Customer Look-up. If no Bar-Code is present to scan, Cashier can manually insert the ID# (as shown on diagram above)

Invoice: 1439 By: POS Cashier: POS Date: 12/10/2019 Register: 1 - PL: Our Price Tax Group: Quick Sale Default

SKU

Sorted by: Name

Account	Code	Name
7	2485007999	Como, Perry
19	123456	Good, Student
14	6039263395	Harris, Lisa
15	2077522656	Harris, Lisa
9	7706561479	Hough, Laura
17	17	Johnson, Joe
24	8709041598	Love, Wendy
4	5093926619	Martin, Dean

Find Anywhere Find At Beginning Email Map Sort By Account Add Edit Select

Student Good
Grade 10
Home:
Work:
Account: 19 Code: 123456
Terms: 30

Authorized Buyers

Up Down Page Up Page Down Select

Customer List Suspend Retrieve Notes Coupon Delete Item Tender

Quick Sale

LineTotals:
Taxable:
SalesTax:
Item Count:

Close

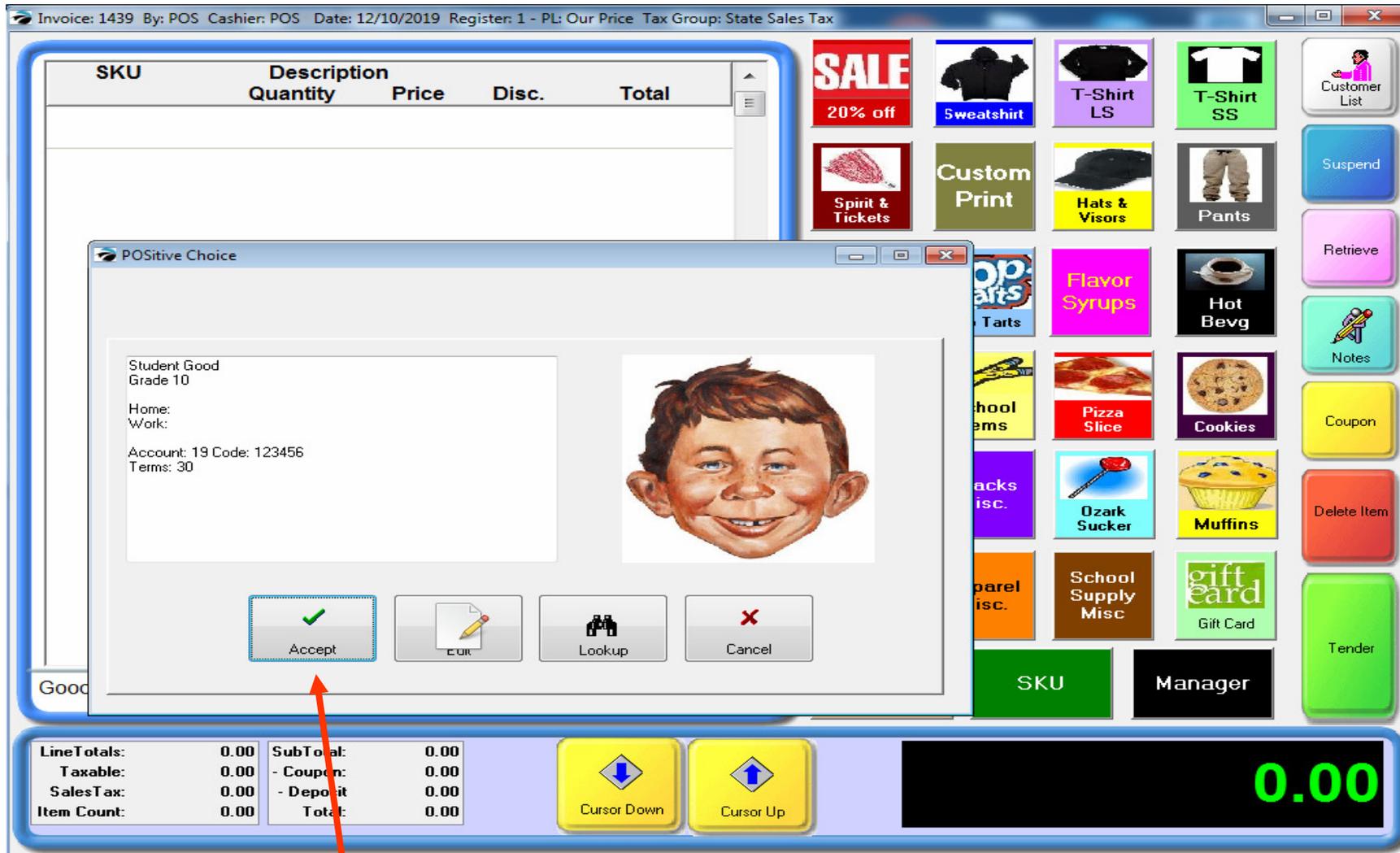
0.00

Customer Loyalty & Rewards, Part 2#

Tracking Customers is easy, even if you don't import Student Records.

You can always search their name in your Customer Database.

It's EZ to **manually add** any students interested in joining your Loyalty reward program.



Customer Loyalty & Rewards, Part 3#

You can EZ Confirm (accept) that the Student has the correct ID# with optional Picture addition
 If # is not correct, you can manually add them as a new Student, Loyalty Rewards member
 or Manually search for their name in Customer database

Invoice: 1439 By: POS Cashier: POS Date: 12/10/2019 Register: 1 - PL: Our Price Tax Group: State Sales Tax

SKU	Description	Quantity	Price	Disc.	Total
✓ TSSC-NAVY-XS	T-Shirt SS Cotton-Navy-XS	1	15.00	0.00	15.00
✓ Z1	Pizza Slice	1	2.00	0.00	2.00
✓ PCL	Popcorn Large	1	1.25	0.00	1.25
✓ T2	Football Tickets	2	5.00	0.00	10.00
✓ SC1	Charity Donation \$1.00	1	1.00	0.00	1.00

Good, Student

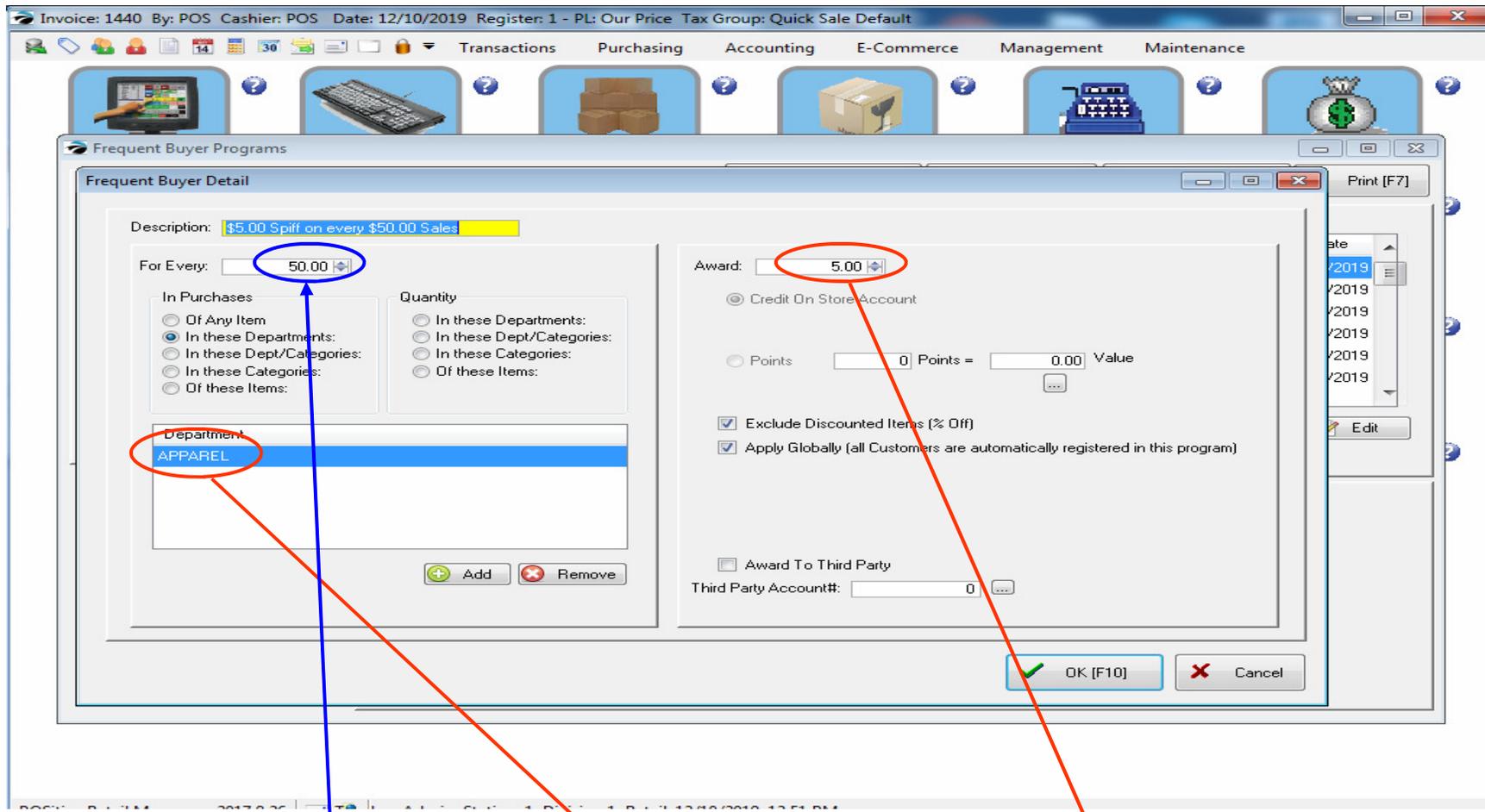
LineTotals:	29.25	SubTotal:	29.25
Taxable:	0.00	Coupon:	0.00
SalesTax:	0.00	Deposit:	0.00
Item Count:	6.00	Total:	29.25

29.25

Customer Loyalty & Rewards, Part 4#

Now, your Sale will have a **Customer Name** attached to it. POS will track what you bought, how much \$ you spent, what quantity you purchased, etc.....

Just like Google & Face Book and Big Store Marketing, data-mine your Customers..!



Customer Loyalty & Rewards, Part 5#

Designing a LOYALTY REWARD program is truly advance Marketing at it's highest level..!

In example above, our strategy is to sell more **APPAREL**. We have created a **\$5.00 spiff** whenever a customer **purchases \$50.00** of Apparel items (10% Rewards). The reward can be based on \$\$ or QTY of all items, or items in a specific Dept, or Category — or a specific Item SKU. **In our example, we'll keep track of Apparel Purchases & auto-Reward Customer, \$5 when they reach \$50 threshold.** This method is easiest, since there's no accounting or converting points, POS will do all the work for you

Documents

Actions

- Add A Note
- Save
- Cancel

Msg [F12]

Save Cancel

Loyalty Programs

Active Programs

Description	ID
\$5.00 Spill on every \$5! 123456	

Add Edit Delete

Balance: 10.00
Total Rewards: 5.00

Print

History

- 12/10/2019, 1:03 PM - Awarded \$5.00 - Credit on Store Account
- Inv. 1442, Purchased \$ 45.00 In Department APPAREL
- Inv. 1441, Purchased \$ 15.00 In Department APPAREL

Customer Loyalty & Rewards, Part 6#

You can inquire on a Customer's Loyalty & Reward Status at anytime

In example above, the student customer has **purchased \$60.00** from the Apparel Dept. and is due a **\$5.00 Loyalty Reward**. The Customer also has a \$10.00 balance towards another \$50.00 threshold. We will see on the next page how EZ that \$5.00 reward will be delivered to our Customer.

Invoice: 1444 By: POS Cashier: POS Date: 12/10/2019 Register: 1 - PL: Our Price Tax Group: Quick Sale Default

SKU	Description	Quantity	Price	Disc.	Total
✓ HB1	Coffee Reg.	1	2.00	0.00	2.00
✓ PCL	Popcorn Large	1	1.25	0.00	1.25
✓ LP	Ozark Sucker	1	1.00	0.00	1.00
✓ LP	Ozark Sucker	1	1.00	0.00	1.00

This customer has a Store Credit of:

5.00

We can apply:

5.00

Do you want to use this credit?

Yes No Cancel

Good, Student

LineTotals:	5.25	SubTotal:	5.25
Taxable:	0.00	- Coupon:	0.00
SalesTax:	0.00	- Deposit:	0.00
Item Count:	4.00	Total:	5.25

5.25

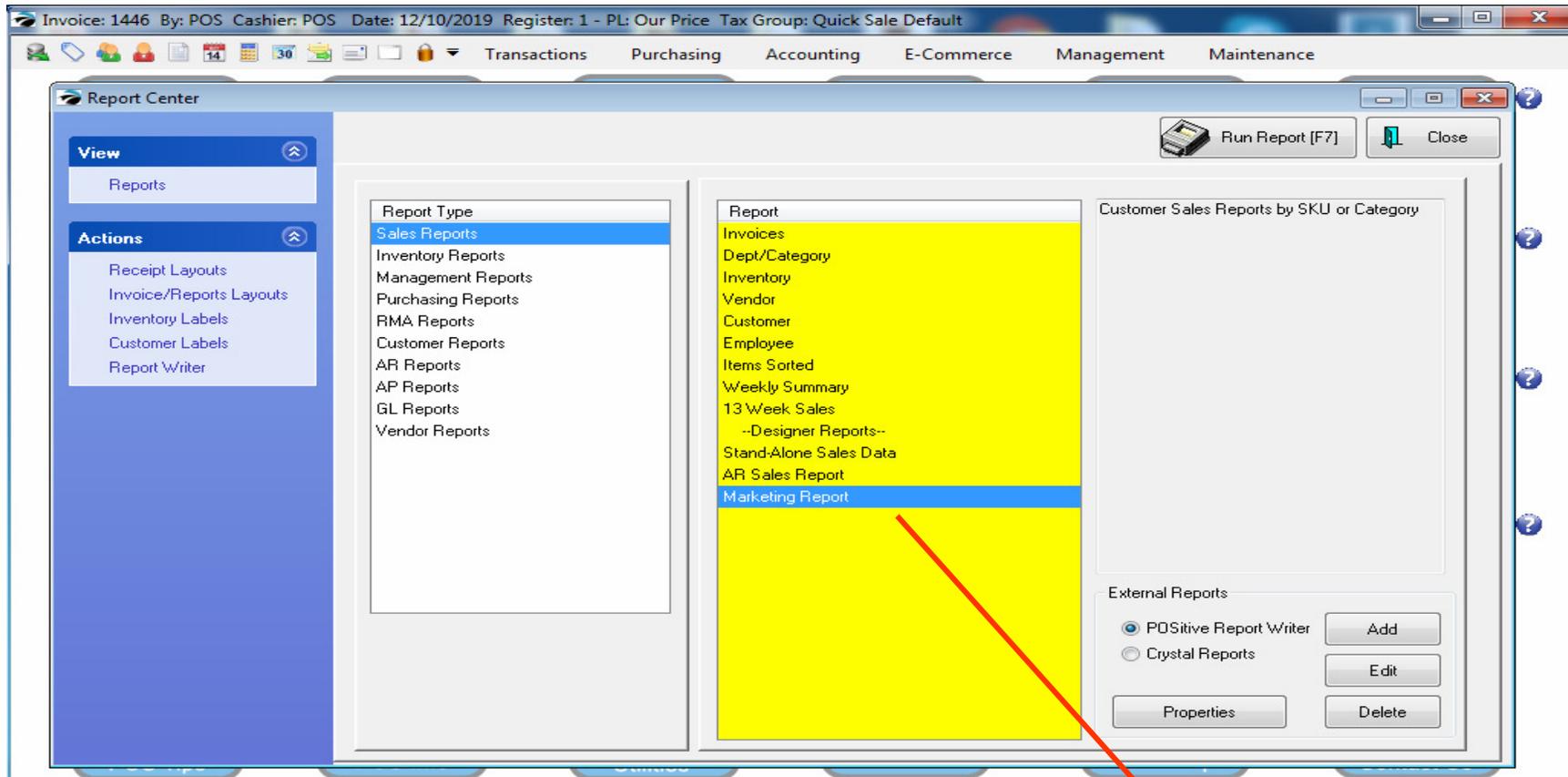
Customer Loyalty & Rewards, Part 7#

When a Customer has a reward (\$5.00) waiting for them.

On their next purchase, POS will prompt the Cashier to remind customer that they have a Store Credit.

With School POS Customer rewards there's Zero Administration — Very Simple & Very Easy..!

Please contact: info@schoolpos.com on how to setup Customer Loyalty in your School POS



Customer Loyalty & Rewards, Part 8#

For advance Marketing Students & Teachers, try a Customer a Marketing Report
See who's purchasing what item on what day. Who are you most profitable customers?
Who are your top Apparel Customers. Who takes advantage of your Coupons?
Once you have Customer info, you can invent your own Marketing Report & conclusions.

Marketing Report

01/01/2019 to 12/31/2019

Good, Student (123456)

All Items

Date	Invoice #	SKU	Item Description	Qty	Unit \$	Discounts	Smart Coupons	\$ Spent	\$ Profit	% Profit
Good, Student (123456)										
6/19/2019	1314	C2	M & M Cookie	1	0.50	0.00	0.00	0.50	0.50	
6/19/2019	1314	C1	Choc. Chip Cookie	1	0.50	0.00	0.00	0.50	0.50	
6/20/2019	1324	LP	Ozark Sucker	1	1.00	0.00	0.00	1.00	1.00	
6/20/2019	1324	EGPI	Extra Gum Polar Ice	1	1.25	0.00	0.00	1.25	0.42	50.01 %
6/20/2019	1324	EGSP	Extra Gum Spearmint	1	1.25	0.00	0.00	1.25	0.42	50.01 %
12/10/2019	1441	TSSC-NAVY-XS	T-Shirt SS Cotton-Navy-XS	1	15.00	0.00	0.00	15.00	15.00	
12/10/2019	1441	Z1	Pizza Slice	1	2.00	0.00	0.00	2.00	1.20	150.00 %
12/10/2019	1441	PCL	Popcorn Large	1	1.25	0.00	0.00	1.25	1.25	
12/10/2019	1441	T2	Football Tickets	2	5.00	0.00	0.00	10.00	10.00	
12/10/2019	1441	SC1	Charity Donation \$1.00	1	1.00	0.00	0.00	1.00	0.00	0.00 %
12/10/2019	1442	HCE-NAVY-S	Hoodie Cotton Embroid-Navy-S	1	45.00	0.00	0.00	45.00	45.00	
Good, Student (123456) Totals:				12		0.00	0.00	78.75	75.28	2,171.68 %

Customer Loyalty & Rewards, Part 8#

For advance Marketing Students & Teachers, try a **Customer a Marketing Report**

See who's purchasing what item on what day. Who are you most profitable customers?

Who are your top Apparel Customers. Who takes advantage of your Coupons?

Once you have Customer info, you can invent your own Marketing Report & conclusions.