



Loyalty / Rewards Card Features

- Offered as a stand-alone loyalty or “dual” gift and loyalty card
- Allows conversion of an existing SPS gift card merchant database to a “dual” gift and loyalty card – without reissuing cards!
- Offers 3 methods for tracking and rewarding customer loyalty
 - Convert purchase amounts into points
 - Track actual purchase amounts
 - Track number of customer visits
- Offers 3 distinct customer reward levels with merchant flexibility to
 - Modify tracking to “start over” or “continue” after redemption
 - create customized receipt text describing the reward
- Offers the flexibility to “expire” old, unredeemed points
- Offers the ability to print “reward” receipts in any of the following ways
 - As a % off the next purchase
 - As a \$ value off the next purchase
 - As a stated free merchandise award
 - As a stated free merchandise award with minimum purchase
 - As a \$ value (store credit) on the “dual” gift card portion

Can “auto-redeem” without cashier intervention

Ability to immediately (real-time) add reward value to the gift card as either:

- a fixed % of each loyalty transaction amount
- a fixed amount based on the reward level achievement