

# Pet Rewards Plus

Powered by Counterpoint

## POS Solution Overview

In specialty retail it's not enough to market great products. You need to differentiate yourself in a highly aggressive industry where you are competing against large chains and serving a demanding, price-sensitive and Internet-savvy clientele. Fortunately, NCR makes it easy to build a rewarding retail business.

We deliver a retail management system powering business for merchants of all sizes. We want to help you add to your bottom line by increasing sales and reducing costs. Our POS functionality helps you execute transactions efficiently, while our back-office capabilities give you tools to optimize operational performance.



### The Solution at a Glance

- Point-of-sale (POS) capabilities
- Inventory management
- Purchasing
- Mobile POS
- Integrated ecommerce
- Gift cards
- Customer loyalty programs
- Integrated email marketing
- Mobile alerting
- Secure payment solutions
- World-class hardware and peripherals

## NCR retail solutions help you... run your business.

NCR provides powerful sales and management tools custom-designed for retailers. Our retail management POS software, payment services, reporting and analytics make serving your customers easy and efficient. Benefits include:

**Robust POS capabilities:** Provide exceptional customer service, while increasing speed of service at checkout

**Purchasing advice:** Ensure your purchases are timely and cost-effective, while maintaining inventory levels to meet demand and avoid overstock or stock-outs

**Inventory control:** Track a variety of merchandise items, including clothing by size, width and color, serial-numbered goods, and alternate units of measure

**Reporting:** Leverage our dashboard and customizable reports to get the data you need to control costs, optimize processes and exploit new opportunities for growth

**Streamlined payment services:** Accept all major credit cards and provide lightning-fast credit card authorizations

**Physical count app:** Use our mobile app to conduct efficient product counts on your iPhone, iPod Touch or iPad

**Mobile alerting:** Use real-time monitoring to manage operations and stay alert to potential fraud

**Rugged hardware:** Touchscreen hardware makes training employees a snap. NCR hardware is built to last and designed to work with NCR Counterpoint tools, enabling you to get store operations up and running quickly

## ...connect with customers

Use email marketing capabilities to connect with your customers: deepening loyalty and driving sales. Tap into your customer database and design segmentation strategies to interact with customers in a highly personal way. Create reasons for them to engage with you via:

**Email marketing:** Develop targeted email campaigns to reinforce your brand, target your customers' needs and desires, and drive sales

**Customer loyalty programs:** Design creative programs to reward your best customers with discounts and other incentives while encouraging them to shop regularly

**Gift cards:** Use built-in gift card features to increase sales. Create a new source of revenue and benefit from free marketing as current customers purchase gift cards for their friends



## ...sell anywhere

Take your business wherever your customers are: online, at trade shows, sidewalk sales or other events. Use ecommerce and mobile sales tools to connect with customers in a fresh way, create new selling opportunities and provide an enjoyable shopping experience.

**Ecommerce:** Deploy a turnkey ecommerce solution that integrates with your existing NCR Counterpoint POS system to expand your business and sell worldwide 24x7

**Mobile POS:** Whether you are in the store line-busting during a busy season or selling at an off-site event, provide your customers with individual assistance when and where they need it

**Pet Direct**  
Savings Every Day

**SALE**

**Save 10%**  
On all brands of dog food this week only!

**Enjoy 10% off all brands of dog food through Sunday!**

We know your dog's health and nutrition is important to you. Stock up on your dog's favorite brand of food or talk with our knowledgeable staff to find the food that is best for your dog.

Use promo code **FREEFD** at checkout

**Benefits of Dog Bones**

**Dental Treatment:**

- Remove plaque
- Prevent bad breath
- Control tartar build-up keeping gums healthy and teeth white
- Relieves discomfort of teething in puppies

The majority of dogs treated for problems with their teeth don't have enough hard objects to chew on. Harder bones are best for dental treatment, since they keep exposed surfaces smooth and clean.

**Mental Health:**

- Relieves boredom
- Entertainment for hours
- Fills innate urge to chew and can replace other inappropriate objects – like your new pair of shoes!

**What to consider when picking out bones:**

**Size:** Smaller dogs should usually have smaller bones, though some large dogs prefer smaller ones, too. If your dog ignores a rawhide chew bone, consider offering a smaller one to see if that's of more interest.

## An Intuitive and Flexible Loyalty Engine

Pet Rewards Plus (PR+) is a customer loyalty program that rewards your customers after the purchase of “X” items within “Y” months. Your customers must purchase like items, all from the same program in order to reap the rewards. Many of our clients may have multiple loyalty programs going on, at the same time, which is why with their help Pet Rewards Plus was born. The number of months allowed to purchase the required amount, the type of Redemption, as well as the required quantity can be set for each Redemption Program you choose.

Pet Stores			
1750 Collins Blvd Plano, TX 75023			
ticket #	100666	User:	8
station:	2	Sales Rep:	MG
/18/2019 10:02:44 AM			
Item	Qty	Price	Total
OG2 Medium bag of dog food	1	25.00	25.00
ubtotal			25.00
tax			2.20
total			27.20
ender:			
ISH			27.20
-----			
umber of items purchased:	1		
John Testing			
***: BLUE D/LARGE			
urchase: 9 more by 01/29/2020			
**: DOGGY/MED			
urchase: 11 more by 02/18/2020			
Thank you for shopping Pet Club Stores			
Ask about our Rewards Program!			
			
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### Automated Data Driven Tracking:

Customer History tables are populated and maintained “auto-magically” whenever a customer purchases a qualified product. New purchases add to bag count. Purchases older than “Y” months will drop off the eligible list. Once a customer reaches the required number of bags, those sales are locked until redeemed. Excess bags are automatically moved to Eligible so that they are not needlessly used for a redemption. The default walk in customer for the store will automatically be excluded.

### Intelligent Notifications for Clerks and Customers:

When the Cashier enters the number of a participating customer, an Auto-Note appears to inform the cashier if the customer is eligible for any rewards and the status of programs, they are members. The Auto-Notes are also maintained by the PR+ program.

Customer participation and updated totals are printed on the receipt each time that customer purchases, regardless of purchase being in one of the programs.

### It’s so Easy to Use, Even Your “best” Clerk Can’t Mess Up

Single button redemption. No hoops to jump through, simply select the item and click a button. Redemptions are validated. Also, if a customer redeems a reward, it resets the counts to zero. A Monthly Redemption Form generates the information of the qualified sales information to verify the validity of the redemption and enables you to be reimbursed.

### Astro Loyalty Integration

Due to our recent partnership with Astro Loyalty we have made it even easier to redeem your rewards. No longer do you have to fumble with paper cards and punch outs. It’s all done via a seamless Integration. As more and more distributors ask their retailers to utilize Astro Loyalty, can you really afford not to integrate?



## New Features

- ❖ Items are now classified as Qualified when the required quantity is purchased.
- ❖ Qualified items do not expire.
- ❖ Rewards Plus tables for Brand, Size, Goal, R+ Term are being eliminated.
- ❖ One Program's table is now used for all
- ❖ New Reports for tracking Rewards+ programs and redemptions.
- ❖ Error checking to prohibit invalid redemptions.
- ❖ Scripts now run during Offline Ticket entry
- ❖ Ability to exclude specific customers
- ❖ Ability to exclude specific stores
- ❖ Move excess Qualified purchases back to Eligible.
- ❖ Use Monthly Redemption forms instead of individual forms printed at POS.
- ❖ Customer Notes/Excess Qualified and R+ Info updates upon Ticket Completion. Printing the receipt is no longer required.
- ❖ Charge/Don't Charge Sales Tax on Price1 for Redemptions. (By Store)
- ❖ Integration with **ASTRO** online loyalty tracking.



Click Here to download a Brochure or schedule a No-Cost-Consultation.

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