



# CATAPULT LOYALTY POINTS™

## *ECRS Introduces... CATAPULT Loyalty Points™*

*A self-hosted loyalty points solution built with flexibility in mind.*

- No monthly fees
- No contract lock-ins
- Control which items can be purchased using points
- Instant point redemption at the POS
- Control who gets points and how many points they can accrue per purchase
- Updated point totals printed on the bottom of customer receipts
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- All data is stored within the CATAPULT and accessible from any workstation
- Easy data import from existing loyalty points program
- No paper coupons or vouchers, nor the envelopes to send them in... Less hassle for you, your customers and better for the environment!

## *When it comes to loyalty... one size doesn't fit all!*

ECRS understands that retailers need flexibility to implement a successful loyalty program. It is all about finding the right solution for your business needs. CATAPULT Loyalty Points gives you full control over your loyalty program from branding to defining point accrual parameters. With CATAPULT Loyalty Points, you can provide certain members with higher point multipliers or set the system to not allow point accrual on certain low-margin items. It is easy to run promotions such as double point days or product spotlights. Everything is right at your fingertips, accessible from any user workstation with authorized manager clearance.

Transparency is important when it comes to an effective loyalty program. If the customer has no idea how to track or redeem their points, they will quickly lose interest and then you are wasting time and money. CATAPULT Loyalty clearly displays all updated point totals on the bottom of the customer's receipt after each purchase transaction. Point totals are also displayed on the cashier POS screen and customer display. Point redemption is as simple as the touch of the button from the POS. Because this is a web-hosted system, totals are updated in real-time after both redemption and accrual. This prevents "double dipping", especially important if you have multiple store locations.

*The best part - **NO contract lock-ins or monthly fees!*** There is a one-time charge to implement the loyalty program (for most stores, functionality can be added via remote update by any ECRS technical support representative in less than an hour) and that's it... you're up and running with no contract obligation, additional fees, or third-party vendors to keep up with.

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## *What can you do with your CATAPULT Loyalty Program?*

- Maybe you are opening a new deli... Bring in lunch crowds by offering double points for every sandwich purchased during the grand opening week.
- Tuesday sales lagging behind? Offer double points for all Tuesday purchases.
- Prescriptions proving to offer little in the way of profit margin? Simply disallow point accrual and/or redemption for this department so you aren't losing additional points.
- Leftover Holiday merchandise... Instead of marking the items down in price, give customers double or even triple points when they purchase flagged holiday items.
- Allow customers to donate their accrued points to a local charity. Point donation can be completely tracked and managed with the CATAPULT system.
- Allow customers to accumulate points towards a free Thanksgiving turkey or other holiday food.

*For more information about CATAPULT Loyalty, please contact your Sales Executive or call **800.211.1172** option 1. You can also email [solutions@ecrsoft.com](mailto:solutions@ecrsoft.com) for more information and pricing.*

