



ECRS' LOYALTYBOT™ DELIVERS 360-DEGREE AUTOMATED LOYALTY REWARDS TO VENDING MICRO MARKETS

Micro market leader, Breakroom Provisions Company (BP), in partnership with retail automation technology provider, ECR Software Corp. (ECRS), is pleased to introduce the industry's first fully automated, 360-degree customer loyalty rewards program. LoyaltyBot™ complements the existing CATAPULT® Loyalty Points program by initiating and delivering automated rewards to micro market shoppers who meet certain trigger criteria. It facilitates rewards that are based directly on customers' purchases, thereby increasing sales and offering corporate clients a way to incorporate their own unique initiatives, such as health and wellness. Since all data and functionality are maintained and executed from the ECRS CATAPULT system, no third party is required.

How It Works

Micro market customers simply enroll in the company's loyalty program at the kiosk. They can use their employee card, a branded loyalty program card, or any loyalty card with a printed barcode (such as from the local grocery store). Enrollment takes seconds. Once enrolled, program members can begin accruing rewards and/or points. LoyaltyBot™ delivers rewards in the form of e-coupons sent via email. E-coupons are distributed based on specific triggers that are configured by the program administrator; for example, each loyalty member receives a 20% discount e-coupon on his or her birthday. Although customers receive their rewards via email, e-coupons are automatically associated with the customer's account; as a result, there is nothing to scan in order to redeem, and the coupon will automatically fire during the customer's next transaction. Customers can also easily see their current point totals, how far they have to go to reach reward levels, and what rewards are currently associated with their accounts. E-coupons cannot be counterfeited or duplicated, and they will automatically expire after use or after a certain date range.

Examples of How LoyaltyBot™ Can Be Used

- Reward customers with a 5% discount when they purchase healthy items such as water and an apple.
- Recognize the employee of the month by giving them an extra 500 loyalty points (\$5).
- Reward top performers by giving them a 20% discount on their next purchase.
- Surprise employees with an e-coupon for a free item (such as a cupcake) on their birthday.
- Set spending triggers; for example, when a customer spends \$50 in 20 days, they receive an extra 500 points.
- Encourage customers to share company news, events, or charitable initiatives via their social media networks; for example, a corporate email is sent announcing an upcoming employment drive, and employees who share this news via their Facebook page receive a \$5 e-coupon. (This social media engagement feature is subcomponent of LoyaltyBot™ called **BuzzBot™**.)

How to Maximize a Loyalty Rewards without Losing Profits

The system is completely customizable based on how the specific company wishes to execute rewards; for example, although point accrual and/or redemption on items with profit margins under a certain threshold can be limited, this is easily configured in the kiosk database. Rewards can also be set up solely for certain items, such as health foods. It is important to note that by enrolling customers in a loyalty program, they are more likely to load funds onto a card and pay from their account rather than pay with a credit or debit card; this in turn reduces credit card transaction fees. Customers

are also more likely to opt in to other features such as eReceipt, which reduces paper costs. Loyalty rewards are not about giving away products; they are about enticing customers to shop and spend more by allowing them to accrue points, meet reward criteria based on their purchases. Loyalty rewards are also a way to get more customers shopping in the micro market rather than outside businesses.

Are there Contract Lock-ins, Third Party Email Services, or other Added Expenses?

BP is offering this full service loyalty and rewards program without contracts or third party hassle. There is no contract lock-in; all that is required is a 30-day notice to disengage the program. You simply pay a monthly fee based on the number of opt-in emails (which can be as low as \$19 per month!). LoyaltyBot™ can be used on its own or with CATAPULT® Loyalty Points. If you also wish to offer loyalty points functionality, there is a low, one-time module charge.

LoyaltyBot™ will be debuted at the NAMA OneShow in Chicago, IL on April 9–11. Demonstrations will take place at BP's booth #863.