

Loyalty Scheme Enhancements for RMS

Revision History			
Author	Date	Reason	Version
Martin Farrin	11/10/10	Creation	1.0
Martin Farrin	26/10/10	Points Loyalty Added	1.1
Martin Farrin	21/04/11	Updated Receipt Images	1.2

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1. Customer discounts based upon card type

RMS supports up to 4 different pricing levels and additional discounts. The pricing levels can easily be managed by the store by using the inbuilt wizards and you can apply an additional discount in the customer card.


Here is an example of utilising these 4 pricing levels and additional discounts:

Customer Group	Sub Category	Price Level	Discount
Non Loyalty		Till Price	None
Trade	Practitioner	Price A	Trade price on all products
	Personal Trainers		
	Other		
Sports		Price B	2% off everything and an additional 18% off Sports Nutrition items
Senior Citizen		Price C	8% off all items

2. Additional money off vouchers per every £x spent

Emporio have developed a points based system into RMS. On this example the customer receives 1 point for every £1 spent. Once the customer reaches 100 points the system automatically prints out a £5 voucher that can be used on the customers' next visit. Emporio have built in voucher security with each voucher having a unique barcode and logged into the database.

Name:		Vouchers Issued:	
Last Visit:		Previous Points:	
Total Visits:		Points Earned (this transaction):	0
Total Sales:		New Points Total:	0
Total Savings:		1 POINT FOR EVERY £1 SPENT / 100 POINTS = £5	



Loyalty Points Add-In
Version 2.0

Boots Herbal 5 Castle Walk Newcastle Staffs ST5 1AN			
Item	Description	Amount	
5021991000225	Clipper Organic Assam 50 Bags	£2.36	
Total		£2.36	
Cash Tendered		£2.36	
Change Due		£0.00	
VAT Analysis			
Rate	Inclusive	Exclusive	VAT
17.50 VAT	£2.36	£2.01	£0.35
Total	£2.36	£2.01	£0.35
VAT Number: 315 1215 10			
LOYALTY POINTS			
Previous Points: 84 Points this visit: 36 Money off voucher issued: £5.00 Total Voucher (s) Issued: 12 Remaining Points: 20			
Thank you for shopping with Boots Herbal Today you were served by Carrie We hope you'll come back soon! Date: 04/10/2010 14:30:16 #: 467993/1/5			

Receipt printed when a Voucher is issued

Boots Herbal 5 Castle Walk Newcastle Staffs ST5 1AN			
Item	Description	Amount	
5021991000225	Clipper Organic Assam 50 Bags	£2.36	
Total		£2.36	
Cash Tendered		£2.36	
Change Due		£0.00	
VAT Analysis			
Rate	Inclusive	Exclusive	VAT
17.50 VAT	£2.36	£2.01	£0.35
Total	£2.36	£2.01	£0.35
VAT Number: 315 1215 10			
LOYALTY POINTS			
Previous Points: 75 Points this visit: 2 Total Voucher (s) Issued: 13 Total points: 78			
Thank you for shopping with Boots Herbal Today you were served by Carrie We hope you'll come back soon! Date: 04/10/2010 14:33:34 #: 467995/7/5			

Receipt printed when No Voucher is issued


VOUCHER

This voucher entitles you to

£5.00 off

your next purchase at
Boots Herbal

Previous Points: 84
Points this visit: 36
Money off voucher issued: £5.00
Total Voucher (s) Issued: 12
Remaining Points: 20



* 906645697896*

Separate Voucher printed with unique Barcode

4. Pricing

 **Emporio Loyalty Points Add-In Version 2.0**

£7.50 + VAT per month

 **Personalised Cards and Forms**

We include all the design work for both the card and form and you receive proofs to sign off before going to print. Your pricing is as follows and based on the number of cards and forms:

200 plastic cards, 760 micron with barcode:	£232.21
200 A5 forms printed full colour to one sided on 170gsm with barcode:	£58.50
Additional cost to include a signature panel:	£19.50
Attaching cards to forms:	£39.00
Delivery to one address:	£17.55
TOTAL	£366.76
Cost per customer:	£1.83

500 plastic cards, 760 micron with barcode:	£369.36
500 A5 forms printed full colour to one sided on 170gsm with barcode:	£84.50
Additional cost to include a signature panel:	£32.50
Attaching cards to forms:	£39.00
Delivery to one address:	£17.55
TOTAL	£542.91
Cost per customer:	£1.08

1000 plastic cards, 760 micron with barcode:	£475.35
1000 A5 forms printed full colour to one sided on 170gsm with barcode:	£110.50
Additional cost to include a signature panel:	£32.50
Attaching cards to forms:	£39.00
Delivery to one address:	£17.55
TOTAL	£674.90
Cost per customer:	£0.67

All prices are plus VAT but include design, setup and proofs.

Other quantities are available upon request.