

NCR SMART RETAIL LOYALTY

DELIVERING MEANINGFUL CUSTOMER
ENGAGEMENT ACROSS ALL TOUCHPOINTS



In today's competitive retail environment, customer loyalty must be earned every day. Customers expect to be rewarded for their complete shopping history—across any channel, and value offers that are meaningful to them and their shopping preferences. To provide this, retailers must adopt sophisticated, omni-channel solutions that help engage shoppers, provide personalized offers, and deliver real value to customers.

Personalizing the loyalty experience

NCR Smart Retail Loyalty is a points and rewards management application that allows retailers to design and promote customized offers based on each customer's unique shopping history and preferences and history. The system maintains multiple programs tied to both customer purchases and customer activity, with the flexibility to assign rewards based on specific metrics, such as sales value, quantity of items purchases, frequency of purchase, and more. Individualized offers can further build

engagement, such as birthday bonuses and rewards tied to local festivals or events. With NCR Smart Retail Loyalty, retailers can inform customers of rewards based on their preference – email, text, or via the mobile app. This helps ensure that communications delivered in a timely manner and via preferred channels, helping to build loyalty and meaningful connection with your brand.

For more information, visit [ncr.com](https://www.ncr.com), or email retail@ncr.com.





Growing profitable sales with customer insights

NCR Smart Retail Loyalty is fully integrated with NCR Smart Retail suite, which means customer information and transactional data are available in real time, across any channel. This gives retailers a view of shopping and browsing history in order to build suggested cross-selling and up-selling offers. When loyalty members shop in-store,

associates have access their shopping profiles so they can offer directed selling suggestions to drive sales and provide a higher level of service. All shopping history is captured, so that there's a singular view of each customer. This insight into omni-channel shopping behavior and buying trends can also help retailers improve item assortments, and overall retail operations planning.

NCR SMART RETAIL LOYALTY FEATURES

- Configuration includes assigning loyalty hierarchy, with option to tie rewards to each tier
- Rewards can be tied to transactions, money spent, or individual products to help drive sales
- Customer self-service portal for checking balances, changing preferences and reviewing history
- Flexible configuration allows for enterprise-wide loyalty programs, with option to maintain distinct programs across subsidiaries
- Group memberships are supported to support local schools, charities, or businesses
- System can be deployed as a cloud-based or on-premise service for insights to data in real time

WHY NCR?

NCR Corporation (NYSE: NCR) is a leader in omni-channel solutions, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables nearly 700 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

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