



Loyalty

Loyalty Programs: Key to Greater Revenues and Profits

There's no overestimating the value of loyal, repeat customers. On average, they spend 33% more than new customers—and retaining them costs as much as 90% less than acquiring new ones. That's why virtually every major retailer worldwide uses loyalty programs—the rewards cards, points cards, advantage cards, and club programs. Study after study reveals loyalty program members visit twice as often and spend four times the amount of non-member customers.

Now, Eagle-powered retailers can enjoy the increased store traffic, higher sales, and greater profits consistently associated with loyalty programs—without the need to use expensive third-party programs. Eagle Loyalty gives every business the same features and flexibility of rewards programs used by even the largest retail chains.

Know Who Your Best Customers Are—and Keep Them Coming Back

With Eagle Loyalty, your customer gets a loyalty customer number and Eagle tracks every purchase. Points are assigned to purchases based on rules you dictate—meaning YOU define what loyalty means for your business—and Eagle accumulates those points in each customer account. Customers identify their loyalty account purchases by presenting a card, key fob, or other item—which can be designed to reinforce your store brand.

Then, you can use Epicor Compass reporting to analyze who your most loyal customers are, see who's buying what, and uncover other patterns that can guide your merchandising, product mix, and other activities.

Even better, you can reward loyal customers by redeeming their points with your Eagle In-Store Gift Card. It's a great way to reward frequent shoppers—and to “tune” those rewards to encourage the specific kinds of shopping that maximize your margins and profits.

Eagle Loyalty is fully integrated with your Eagle system; no outside services are needed, so there's never a concern about monthly or transaction-based fees. The entire program is one hundred percent yours: you make the rules, you own the data, and you—along with your customers—reap all the rewards.

Benefits

- Fully realized rewards program rivals those of national chains—but keeps your costs low
- Effortlessly keep a “purchasing scorecard” for every customer—and know who your best customers are
- Create an irresistible incentive for consumers to return to your store again and again
- Mine a rich database of purchasing behavior, and use it to shape your ongoing strategies
- Maintain complete control over your rewards “liability,” easily adjusting the program as needed

Know Your Customers' Buying Habits and Preferences

- Easily add loyalty number to new or existing customer account at point of sale
- Track each customer's purchases by loyalty customer number
- Use powerful Compass reporting and analytics to explore trends and better understand purchasing behavior

Keep Customers Returning to Your Business—and Drive Sales Higher

- Accumulate loyalty points based on rules you determine, matching rewards with sales or profits
- Frequent shoppers earn more rewards, and visit your business more frequently in order to redeem them
- Enable customers to redeem points on their Eagle In-store Gift Card—driving even more future sales
- Reinforce your brand identity with customized loyalty and gift card artwork
- Know a customer's gift card balance right at the point of sale—and print their point balance on sales receipts

Seamlessly Integrate Your Loyalty Program with Your business—and With Eagle

- All data and rewards process is managed with Eagle—no third-party processing hassles or fees
- Make your program's brand identity and governing rules ideally matched to your specific business goals
- Reward the purchases you want by excluding less profitable departments from point calculation. Set up expiration dates for loyalty-related gift card balances, too

Requirements:

- Eagle Release 19.1 or higher
- Eagle OS and the Technology Foundation Pack
- Eagle for Windows® POS
- Recommended:
 - Compass (for reporting)
 - Eagle In-store Gift Card (automated reward creation)

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About Epicor

Epicor Software Corporation is a global leader delivering business software solutions to the manufacturing, distribution, retail and services industries. With more than 40 years of experience, Epicor has more than 20,000 customers in over 150 countries. Epicor solutions enable companies to drive increased efficiency and improve profitability. With a history of innovation, industry expertise and passion for excellence, Epicor inspires customers to build lasting competitive advantage. Epicor provides the single point of accountability that local, regional and global businesses demand. For more information, visit www.epicor.com.

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