

Frequent Shopper Module

Support and execute customer loyalty program promotions

TCI's Pricing Package provides a complete solution for executing and managing pricing strategies throughout a grocery store chain, from Point of Decision to Point of Sale.SM The Frequent Shopper module provides headquarters staff the ability to support your customer loyalty programs through a wide variety of consumer offers and execute them to virtually all your in-store point-of-sale (POS) systems. These capabilities enable you to implement a consistent promotional price strategy, reward targeted shoppers through merchandise and pricing incentives and increase loyalty among top customers.

Implemented by many top grocery chains to identify, attract, retain and reward loyal customers, frequent shopper programs encourage consumers to buy more products by offering incentives, in the form of discounts or coupons, to certain customers/groups. Frequent shopper programs enable you to market to targeted consumers, which increases margins while growing loyalty.

Managing Multi-tiered Frequent Shopper Promotions

TCI's Frequent Shopper module allows headquarters staff to support your loyalty programs by establishing and implementing special offers using a rules-based approach. Comprehensive capabilities let you:

- Offer unlimited price levels on a single item for multi-tiered programs
- Enforce minimum/maximum discountable items
- Apply offers to specific consumers, or all consumers, by item classification
- Generate discount or special price for frequent shoppers automatically
- Support single-unit and case pricing based on the normal selling unit price
- Create electronic coupons dynamically
- Offer discount or special price for frequent shoppers based on dollars/cents, net price or percent off
- Determine multiple frequent shopper criteria for dispensing offering:
 - Unlimited price levels
 - Minimum purchase
 - Maximum limits



The Frequent Shopper module allows you to develop customer loyalty program special offers based on a wide variety of supported criteria including:

- item(s) purchased
- price strategy
- minimum or total order
- ad group
- consumer group
- competitive surroundings
- store
- UPC
- zone
- store override

Offer Execution

Once promotions are developed, the frequent shopper module automatically generates the discount or special price for frequent shoppers. It also dynamically creates electronic coupons, and ensures the proper timing (on and off) of the promotion through automatic start and end dates so that promotions don't survive their expiration date and erode margins. Customer loyalty promotions are then deployed chain-wide, seamlessly interfacing to a wide variety of POS systems, scales and labels. This high level of automation and integration ensures consistency in frequent shopper offers across your enterprise.

TCI's Frequent Shopper module provides the offer creation, management and execution capabilities you need to support and execute promotional offers for your customer loyalty programs. Support for the widest variety of offers and unequalled automation and integration means you can easily and accurately implement customer loyalty promotions that target, attract and retain shoppers who increase your company's bottom line.

Like all of the TCI Retail™ solutions, the Pricing Package leverages the Retail Execution System™, the company's enterprise data and business process management platform. Built on a foundational data model for central control of operations processes, together with the ability to adapt and extend the model and solutions, the Retail Execution System gives retailers the flexibility needed to meet complex and changing business requirements.

