



Partner

RAI Kiosk Frequent Shopper Application for ISS45

MB-ISS45-1123

June 20, 1997

ICL is pleased to relate that Retail Applications, Inc. (RAI) has completed the interface between their established Kiosk/Frequent Shopper application and **ISS45**. This product is being made available to ICL RETAIL *partners* and their customers directly from RAI. This system is designed for implementation by either single or multiple store operators.

RAI provides consumer marketing and technical services to retailers. At the core of the RAI offering is the in-store Kiosk based frequent shopper and electronic marketing system: information collected through the Kiosk application is used to drive an intelligent, consumer database system that can be used by the store's marketing and merchandising staff to drive consumer-level promotions.

Another company, efficient market services, inc. (ems) ¹ provides daily sales and promotional information and services through its StoreView™ system. The StoreView's design links in-store databases through the ems network to a central information center which collects daily product sales and promotional information from over 3,500 stores each day.

This is important to the ECR (efficient consumer response, see Marketing Bulletin #915) initiative since ems is prepared to deliver a consistent stream of sales and promotional information on a timely basis. It allows the grocer to combine product-oriented information —required to support supply chain replenishment, promotions, and new item introductions, etc., — with the consumer-oriented information required to support electronic marketing, loyalty, and rewards programs. This combination provides an understanding of consumer reaction in each store and can bring greater levels of efficiency to stocking, inventory surplus, replenishment, and promotion activities.

RAI has developed the **ISS45**/Kiosk interface using the **ISS45** API, which will ensure interface stability and forward migration.

An information sheet from RAI is attached. For additional information, please contact Jim Spencer of RAI at (618) 394-0053.

To Your Success,

Tony

Tony van Severter
Director: Supermarket Systems

¹ Yes, all in lower case: I understand that Bernard is their consultant, too.



SHOPPING REWARDS™

Kiosk and Workstation

SHOPPING REWARDS™ is an interactive, Kiosk based, customer specific marketing system that rewards the best customers, attracts new shoppers, and provides today's supermarket operator with a wealth of data that can be used to more precisely target marketing efforts.

The **SHOPPING REWARDS™** Kiosk features modern touch screen technology for ease of use. The system tracks all participating customer purchases in a single or cross-shopping store environment and then converts the dollars spent to points. The accumulated points can be used for in-store discounts and promotions or donated to a favorite charity or special cause. Both card and non-card holders can utilize the kiosk for specials that require no point deduction.

SHOPPING REWARDS™

Is ...

- MS Windows 95 / NT Based / ODBC Compliant
- Customer Specific
- In-Store
- Database Driven
- Cross Store Shopping Capable
- Focused on Customer Motivation & Relationships
- Designed to Capture and Analyze shopping

Will ...

- Identify and Reward the Most Frequent and Highest Margin Customers
- Track and Influence Changes in Shopping Habits
- Increase Customer Loyalty and Shopper Frequency
- Increase Sales and Store Profitability
- Control and Reduce Markdown
- Provide More Effective Use of Advertising Funds

Provides ...

- 65 Week Customer Purchase Data Tracking
- Store Revenue Stream from Vendor / Manufacturer Advertising on KIOSK Screens and Coupon Issuance / Redemption
- Product Offer Pictures can use the Kwikiee Clip Art Database
- User Definable Cross Shopping Store Matrix
- Customer Specific Offers and Mailing Lists
- Seasonal Greetings and Discounts
- Customer Communications via Kiosk or Direct Mail
- Links to Other MS Products (Word, Excel, etc.)
- Charitable Donation Tracking
- Employee Purchase / Redemption Tracking
- HQ and Store Level Maintenance and Reporting
- Customer Access to Transaction and Redemptions

Reporting ...

- In-Store or Office, Pre-Defined and User Defined Reports with Print, Preview, Export and Target
- Report by Household or Individual Customer
- Select, Group, and Sort any Database Field
- LTD - YTD - PTD Purchases and Redemption's
- Customer Decile, Quartile, Thirtile Segmentation
- Shopper Analysis by Frequency, Dollar Volume, Redemption and Profitability
- Vendor and Store Coupon Promotion Analysis
- Reports and Data in Multiple Export Formats
- Customer Department / Category Activity
- Top, New and Lost Customer
- Employee and Charity

Connectivity ...

- ICL ISS 45, S18
- NCR 2170, 2123, 2126, 2127, 7450
- IBM 4680, 4690
- Other POS

If you want to bring new customers into your store, maintain the ones you have, and make your store stand out from the competition, there's

SHOPPING REWARDS™

Kiosk and Workstation

Make all your customers count !

For more information Contact

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