



## Case Study Baldwins Department Stores



Kevin Baldwin is MD at Baldwins Department Stores, which has four branches in Suffolk. He's been using TouchLoyalty for about 15 months and he's delighted with what the firm's been able to achieve, building strong relationships with its customers. He says customers have "really got on board with TouchLoyalty. They get email offers, sale offers and discount vouchers" aimed uniquely at them and it makes them feel privileged.

Mr Baldwin says TouchLoyalty has allowed him to "really build up business" and he adds "it's very user-friendly too".



The leading UK based developer and distributor of EPoS software and hardware



# TOUCH LOYALTY

## TouchLoyalty with Amazing Extras

ICRTouch's TouchLoyalty is add-on software boasting a host of extra features designed to complement our flagship product, TouchPoint. TouchLoyalty delivers amazing extras to maximise trade, whether your business is big or small.

TouchPoint has been developed over 15 years. ICRTouch has over 30 years of experience in developing and supplying EPoS systems and we've sold nearly 40,000 software licences.



## theBenefits

**Rely on TouchLoyalty to quickly analyse your customers' habits.**

You'll know what they bought and you'll be able to identify trends. That means you'll be able to work out what they're likely to buy in the future and create offers that are relevant to them, making sure they return again and again. Use TouchLoyalty to restrict promotions and loyalty schemes to specific days, or times, or to particular customers. Why not create Men-only Monday, Women's Wonderful Wednesday or Family Feel Great Friday?

### Reaches out to your customers.....

Helps you create targeted internet and postal mail shots. Use the software to base your communications on specific information about what your customers are buying.

Reward current customers or use the system to encourage customers to return if they haven't been in for a while.

Gives you the tools to interact with your customers more often. When you do it'll be much more rewarding, because you'll know each other better.

### Points mean prizes....

Implement a points system and thanks to TouchLoyalty how you do it is up to you. Monitor how things are going as TouchLoyalty clearly displays your current points liability. Because it's so simple to set up you can ....

Use points to sell products that have been sitting on the shelves for too long.

When points aren't redeemed use TouchLoyalty to encourage customers to accrue more or to use them up.

Defer discounts to customers.

Restrict schemes with annual/monthly/weekly expiry dates.

### TouchLoyalty opens doors....

TouchLoyalty is perfect for managing members-only schemes because you can upload a picture of your customer. Display it alongside their details including information about how they use your business.

In an exclusive club, for restricted gym membership, or with members-only rooms and services, TouchLoyalty combined with a membership card or fob can open doors when you need them to be open and keeps them shut when you don't.

### Thanks for choosing us....

As the sales roll in and the receipts print out use TouchLoyalty to reinforce your promotional message by including it on your till receipts.

### It's all about you....

Happy customers come back time and time again so it makes sense to work out what they want. TouchLoyalty is the clever way to monitor your customers and their spending habits allowing you to plan and roll out promotions, targeting specific stock, days or people.

TouchLoyalty can be introduced across multi-sites and businesses or on a single back office computer. Use it to run multiple and complex loyalty schemes.

