



# Smart Loyalty Card System

Multi-Functional  
Promotes Customer Loyalty  
Cost-Effective & Practical

## SMART LOYALTY CARD SYSTEM



### EL SMART E-PURSE APPLICATION

#### Keep Your Customers Coming Back with EL Smart Loyalty Card

EL Smart Loyalty Card is a multi-functional smart card solution featuring the convenience of cashless purchases. It is uniquely tailored to meet the rigorous demands of today's businesses, brings efficiency in loyalty management, and enables companies to promote and enhance customer relationship.

By tracking past purchasing behavior, loyalty programs improve customer retention and spending. Customer acquisition is also being improved by differentiating business services from competitors.

Details of loyalty points and the point-gaining transactions are captured by a stand-alone card terminal and transferred to a PC or a backend server for further analysis. The application software maintains a complete database of all customers' reward suppliers.

Personalized cards with customer-specific data and counters to store the points for individual loyalty programs are issued to new customers. In turn, the smart cards, optimized to memory capacities, record transactions history; flexible loyalty programs then co-brand loyalty programs with external, complementary organizations like Restaurants, Book Stores, Department stores, etc.

### Multi-Functional Smart Cards Promote Customer Loyalty

A point-of-sale module setup at merchant/member establishments awards loyalty points to the customer for the purchase of products. It also captures vital customer activity and supports redemption of accrued loyalty points and offline loyalty transactions.

#### FEATURES:

- Incorporates comprehensive business rules for award and redemption of points based on frequency of visits transaction, value-specific product, and/or cumulative transacted amount for a program.
- Offers flexibility in fine-tuning the business rules of a program. Enables the loyalty operator to monitor and adapt loyalty programs based on a continuous market feedback.
- Allows data consolidation and analysis modules for the loyalty operator.
- Includes option to interface with Supply Chain Management software.
- Allows Card to be printed and personalized with a requested artwork.



## ADVANTAGES:

- a. Cost effective - Introducing and running El Smart Loyalty Card does not require expensive communications networks.
- b. Instant Redemption/Rewards – Customers will enjoy the benefits of instant redemption plus rewards for new areas of spending.
- c. Cost Sharing – Card issuers can share the cost of issuing the card by linking up with providers of other applications that could be carried on the same card.
- d. Flexible, Innovative, and Distinctive – El Smart loyalty is suitable for many different types of businesses and industries, helping them strengthen ties with existing customers and ultimately extend their customer base.
- e. Fully customizable to suit loyalty campaign needs.
- f. Practical - E-Purse Software processes Cash Card transactions, applies Business rules and provides account transactions for accounts processing.

## Technical Specifications

1. **Host Platform:** Laptop/PC/Windows 2000/XP
2. **Database:** Based on ODBC
3. **Supports unlimited transactional records.**
4. **Transaction:** Based on the programmed unit.
5. **Events per day:** Unlimited
6. **Event history:** Real-time (support Accessed Cash Card Details)
7. **Promotions/Discounts:** Separate record will be available for Promotional Schemes
8. **Report availability:** On-Line (daily, monthly, or for a specified period within a month).  
Off-Line (Records available in the terminal are being compiled by the Host)
9. **Total Account Value:** Event based Total Amount per day transactions / per month / for a specified period is displayed.
10. **Reports:** Individual Cash Card report with details of Card ID Number, Expenditures consumed per Event  
Generation of Transaction report- Event wise,  
Overall More Revenue generating Event(s)  
Less Revenue generating Event(s)  
Most used events report  
Facility to print or save report
11. **Other reports:** Cash Card List - Event wise, Overall  
Display of Cash Card report
12. **User Interface support:** Creating new Events  
Defining Promotional Value
13. **E-Purse Software features:** Display Cash Card Number with Balance amount.  
Event Access verification  
Separate Logs for Transaction information  
Terminal wise Display of Transaction information-  
Selection by Event  
Support sorting by Card ID and Event
14. **Database Management:** Manipulates databases for various Terminals Locally or on a remote multi-drop link.
15. **Application Security:** User Level / Master Level/ Administrator Level

