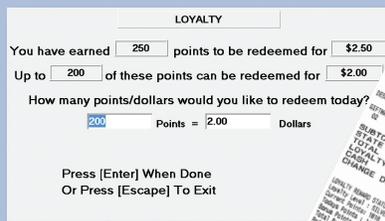


Attract and reward customers with a program tailored for your store.

**Cultivating repeat business is the key to keeping a strong customer base and maintaining your competitive edge.**

**Using the Customer Loyalty Module from Retail Management Solutions, you can efficiently launch your store rewards program to be even more appealing than those of the chain stores.**



Customer Loyalty is a two-tiered solution designed to drive incremental business through your doors, by rewarding your frequent shoppers and driving repeat business.

**"Attracting a new customer costs five times as much as keeping an existing one."**<sup>1</sup>

### Tier I: Frequent Shopper Program

This accomplishes the basic points-for-purchases program that is now standard in nearly all chain stores. You can customize the name of your rewards program and issue barcoded customer cards. Customers then earn points based on the dollars they spend in your store.

#### Features and flexibility include:

- Product selection – Tie bonus points to certain products, such as your higher-margin private-label items.
- Redemption options – Customers can redeem points in real-time at the register, or you can mail them gift certificates to be redeemed later.
- Rewards levels – Create frequent shopper tiers, such as gold, silver and bronze, to reward your most loyal customers with special benefits and drive additional business.
- Multi store use – Customers can earn and spend points at any of your stores using the Multi Store Module from RMS.

**"Eighty percent of your future profits will come from just 20% of your existing customers."**<sup>2</sup>

### Tier II: Advanced Gift with Purchase Program

You can build a stronger program and strengthen your brand by creating custom promotions for front-end merchandise.

The Advanced Gift with Purchase Program makes it easy for you to tie rewards to promotions and proactively communicate rewards-earning opportunities to participating customers. Most retail rewards programs do not communicate with customers, so when you do so, you build mind-share with your customers.

#### Capabilities and features include:

**Merchandise promotions** – Set start/stop dates for promotions based on:

- Vendors
- Departments
- Fine line codes, and more

**Range of reward methods** – Reward your customers with:

- Coupons printed at the register for either percent or dollars off a future purchase
- Bonus frequent shopper points based on items purchased
- Raffle tickets
- A free gift or gift card with purchase



You can issue colorful, branded, barcoded customer loyalty cards in both credit card and key-chain size.

Your program then becomes an asset to leverage in every marketing touch point with customers, from your community advertising to in-store signage to check stand conversation.

**"Repeat customers spend 33% more than new customers."**<sup>3</sup>

Pharmacy owners have told us:

*"Thanks to the Customer Loyalty Program, our 'regulars' consider our store to be their store."*

*"The RMS POS system has brought us operational advantages, but this is the part that gives us the marketing advantage."*

The RMS Customer Loyalty program can greatly increase your store revenue and profitability.

You can quickly, easily add the customer loyalty program to your RMS point-of-sale system (Star-Plus or Star-Lite).

**Call us today to establish the ideal customer loyalty program for your pharmacy:**

**Toll free: 877.767.1060**  
[sales@rm-solutions.com](mailto:sales@rm-solutions.com)  
[www.rm-solutions.com](http://www.rm-solutions.com)