

GIFT & LOYALTY CARD CLASSIC v.1.2



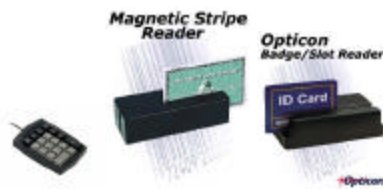
PC BASED GIFT CARD PROGRAM

- ✓ Replaces costly manual paper based system.
- ✓ Automated administration of Gift Card Program.
 - ? Open Gift Card accounts easily and quickly.
 - ? Create customer database.
 - ? Manage Gift Card transactions.
 - ? Real time balance reporting.



LOYALTY CARD AND FREQUENCY PROGRAM

- ✓ Awards Reward Points: Based on Customer Expenditures.
- ✓ Redeemable at the Point of Sale
- ✓ Track Specific Purchases and Service Rendered.



CCSI CLASSIC INCLUDES:

- ✓ Application Software-Windows 98, ME, XP or 2000
- ✓ Swipe Readers: PS/2 Barcode or Magnetic Stripe (USB or Serial).
- ✓ Digital Manual-Adobe Acrobat Reader v.3.0 or better
- ✓ Optional PIN Pads (cards utilizing PINS USB/Serial).

APPLICATION FEATURES:

- ✓ Value for the Customer – The CCSI program allows the merchant to award points based on the amount of dollar spent. These points when accumulated can be redeemed for merchandise or services. The system also maintains a frequency program that provides awards based on the number of purchases or visits.
- ✓ Instant Redemption – Points can be converted to merchandise or stored value at the point of sale. The system tracks the total amount of purchases and visits. The system will also give available balances of stored value and points accumulated, all in real-time, for customers to view their account activity that can be printed if needed.
- ✓ Ease of Use – The system screen and messages are easy to read and use. Each screen gives adequate procedures to complete a desired transaction. The system validates each information fields and guides the operator through each individual steps and prompts the operator for information that may be invalid.
- ✓ Marketing – Customer Information can be exported to an Excel spreadsheet with up-to-date balances on account activity for mailings and special promotional programs.
- ✓ Reporting – The system can generate receipt reports (current transaction completed with current balance), Account Summary (list of all account activity with balances), Dailey Activity Reports (list of system activity per closing day) and System Report (list total system balance for new accounts/points accumulated and store value/ points redeemed). Custom Reports can be generated with various search criteria's within current or archival database.
- ✓ Operators Functions – Adding New Account (activating card), Checkout (redeeming stored value), Reward Track (rewards accumulated for amount of purchase that can be redeemed for store value or percent discount on merchandise or services), Smart Track (frequency program that tracks total amount of visits that can be redeemed for discount or complementary merchandise or services).
- ✓ Administrative Functions – Updating Account Balances and Customer Information, Merge Card (transfers balance to a new or existing account), Reward Redemption (redeeming reward points for stored value) and System Configurations (Database Backup & Restore Utilities, Card Reader Selection, Add/Edit/Delete Operators, Database Security Passwords (encrypted 3DES), Auto Utilities(auto logouts and backups), Card Program setup (Expiration Dates, PIN activation, Sales Tax, Inventory Control, and Reports Setup).

System Requirements:

PC: Pentium/Equivalent or better.

Operating System: Windows 95, 98, ME, XP/2000 and Microsoft Access 97 or better (for custom reports only).

Ports and Interfaces: PS/2 Keyboard Interface for Barcode, PS/2 or USB Magnetic Stripe Reader .

Disk Space: Application –Less than 3 MB-Database - Database Backup Drive: Network, CD or ZIP