NCR Loyalty Pro

Loyalty is a relationship, not a scheme

It's not WHERE I shop
It's HOW I shop

Customer needs

- Need to feel valued
- Want to take control
- Feel rewarded for loyalty
- Spend rewards

NCR Loyalty Pro: fulfilling any marketing whim and want

NCR Loyalty Pro connects with existing POS, store and headquarter systems to support efficient retail operations and enable you to engage shoppers with high consistency across all touch points. Loyalty PRO Platform supports the installation of self-contained in-store engine via flexible deployment options.

Retailer Key Needs:

- **INNOVATION:** Re-define engagement across channels
- **PERSONALISE:** Connect and influence buying behaviour
- **FOOTFALL:** Drive strategies to increase footfall
- **SIMPLIFY:** Single setup & execution point across channels
- **INTEGRATION:** One comprehensive system
- **DIFFERENTIATE:** Competitive brand value and responsiveness

Multi-Format Coalition

- **Grocery Stores**
- **Department Stores**
- **C Stores**
- **Beauty Stores**
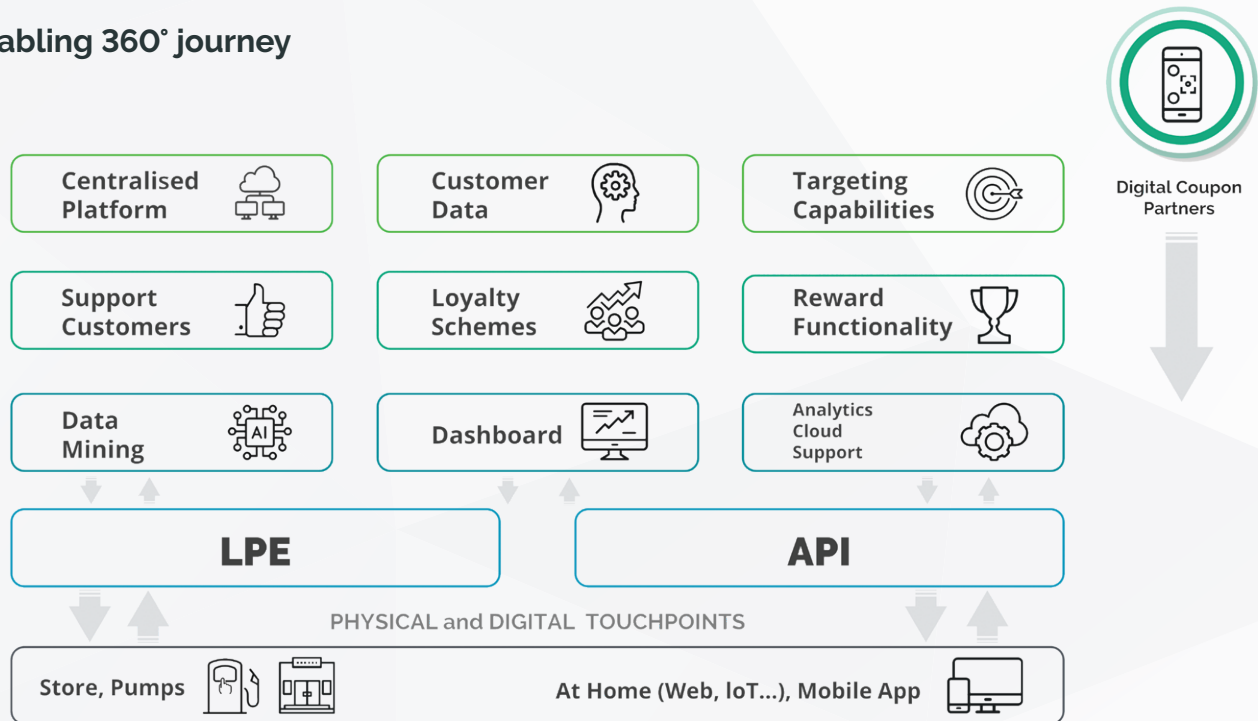- **Cafes**

Create emotional connections

Web based Loyalty and Promotion solution designed for marketing & merchandising professionals:

- **Personalisation** — Segment, target and trigger exciting new promotions and customer-defined shopping experiences in minutes, not weeks

- **Real time advanced promotions** — Design, create and execute complex, multi-step programs using advanced promo builders and templates

- **Consistency** — Single enterprise offer management system to deliver consistent marketing messages across all channels

- **Loyalty management** — Manage point and continuity programs

- **Cross-sell / up-sell** — Based on location

- **Customer analytics** — Collection of real-time customer for customer better communication and service
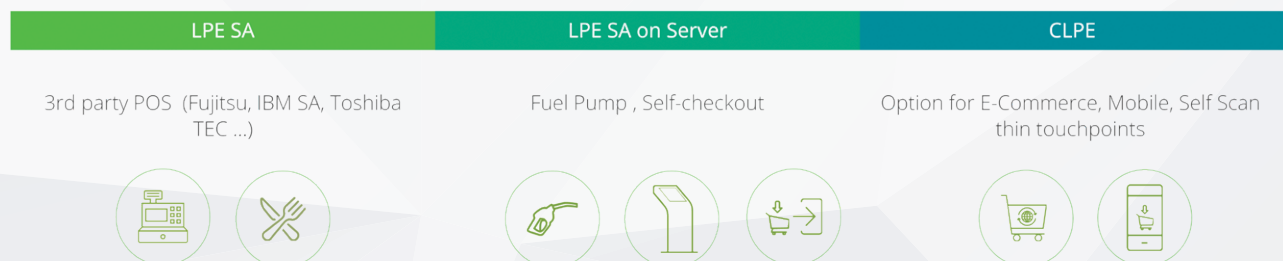
NCR loyalty & promotion

Enabling 360° journey

Centralised Platform	Customer Data	Targeting Capabilities
Support Customers	Loyalty Schemes	Reward Functionality
Data Mining	Dashboard	Analytics Cloud Support

Digital Coupon Partners

LPE	**API**

PHYSICAL and DIGITAL TOUCHPOINTS

Store, Pumps   At Home (Web, IoT...), Mobile App

Flexible deployment options

Understanding the challenges

LPE SA	LPE SA on Server	CLPE
3rd party POS (Fujitsu, IBM SA, Toshiba TEC ...)	Fuel Pump , Self-checkout	Option for E-Commerce, Mobile, Self Scan thin touchpoints

High performance and availability

- Flexible architecture connects to any POS system
- Quick & easy loyalty program set up
- Powerful promotion & gamification engine
- Market-leading incentive ("earn") engine
- Outstanding redemption management
- Tier levels, member groups & benefits
- Member account & customer care management
- Customer insight, analytics & bi tools
- High data privacy, protection & security standards
- Intuitive program admin & management
- Multi-lingual approach
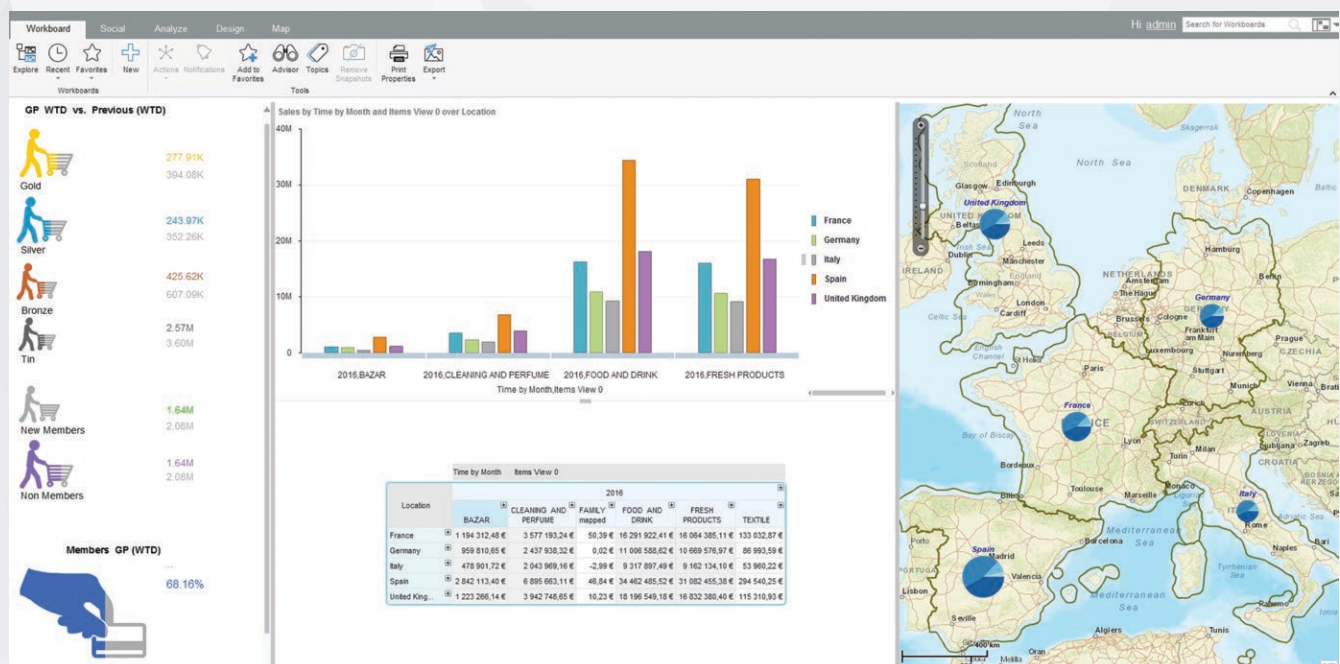
Personalisation vs. segmentation

The future belongs to companies that use both segmentation and personalisation.

Customer segmentation: group customers together based on key customer attributes or characteristics. Personalisation optimise experiences and messages to individuals themselves — not the group they belong to. Segmentation is the first step along the personalisation maturity curve. True personalisation has a bigger impact on revenue and retention.

LoyaltyPro segmentation criteria module enables retailers to develop demographic and behavior-based customer segments.

LoyaltyPro AI can identify an individual's unique profile and match offers and content to them.

Retailers can then leverage the power of personalisation to ensure that each individual customer within that segment receives a set of offers that best matches their preferences and habits.

Strategies that can be achieved:

· Offer quality
· Offer frequency
· Offer objectives mix
· Offer type

Contact us at NCR.com today

Why NCR?

NCR is a leading technology company that brings unexpected value to every interaction between consumers and businesses. We're the **#1 global retail POS software provider** and **#1 global self-checkout provider**, we provide software, hardware and services that run the entire store.

Digital first but not digital only, we help retailers differentiate and compete by connecting every touchpoint into the frictionless, "always on" experience consumers want today, while enabling tomorrow's innovations. From mobile to brick-and-mortar, from back office to loyalty and beyond, we help retailers bridge their digital and physical operations, transforming transactions into meaningful interactions—no matter where they happen.

NCR Corporation
864 Spring St NW
Atlanta, GA 30308