

TP Loyalty

Increase customer loyalty



- Whether special promotions and customer services in stores, strategic campaigns, simple administration of customer cards and customer accounts – for both retailers and customers alike – TP Loyalty provides the means to win over customers simply and successfully with centralized control and automatic implementation in the sales area.

TPLoyalty

THE CUSTOMER PROVIDES THE COMPETITIVE EDGE



TP APPLICATION SUITE GLOBAL SOLUTIONS

TP Store Applications

TPLinux

Migration and innovation from a single source

TP.net

Openness and flexibility as standard

TPPetrol

The service station module for retail businesses

TPiBISTRO

The hospitality module for retail businesses

TPiSCAN

The modular framework for self-service solutions

TPiSHOP

The mobile shopping experience

TP Enterprise Applications

TPAdmin

Central control for efficient retail

TPAnalyze

Discover your potential

TPLoyalty

Increase customer loyalty

Satisfied customers are good – loyal customers are better

The key to success in the future is the ability to move away from mass marketing toward consistent customer-orientation and individual customer needs and requirements. This strategic realignment must be easy to manage however and fast to implement. TPLoyalty supports your customer loyalty strategies on the basis of sophisticated functions for individual sales campaigns with company-wide customer card and account administration as well as special promotions that can be easily customized.

Making sure that the customer is really king

The customer card provides your customers with advantages that were previously afforded them via special promotions. You can steer these promotions strategically by defining individual bonus point programs for target groups or individual customers. The card of course also offers special convenience features, such as mobile scanning.

The customer can obtain the card as well as all account information at info terminals. Once the customer has earned a certain number of points, a prepared coupon can be issued, which can then be redeemed when the next purchase is made. Customers can of course also check their balance directly at the PoS and accordingly convert their point status to coupons.

Central administration and analysis – Local recognition and execution

Together with TPAnalyze and TPAdmin, TPLoyalty optimally rounds off the performance spectrum of the TP Enterprise Applications as central components.



Extremely practical, these components access customer data and the respective customer history centrally, at any time and from any place via the web service. Special promotions and campaigns can be defined using the intuitive discount wizards of the TPAdmin Promotion Engine. This automatically ensures that these special promotions are recognized automatically by Wincor Nixdorf TP Store Applications and executed, regardless of the checkout or sales concept. TPAnalyze provides meaningful evaluations of the success and effectiveness of your measures in the respective customer segments.

Published by
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Delivery subject to availability, subject to change for technical reasons.
Printed in Germany, January 2009

HIGHLIGHTS

Key advantages

- Central administration of customer data, cards and accounts
- Central coupon administration and campaign management
- Intuitive web GUI

Wide range of functions

- Static and dynamic customer segmenting
- Customer service points for self-service customer card generation and customer account information
- Discount wizards for simple and variable design of campaigns

Valid information – strategic campaigns

- Up-to-date and meaningful evaluations with TPAnalyze
- Online dashboard and online benchmarking
- Graphical/tabular evaluations
- Customer and campaign-related information at the POS
- Targeted organization of campaigns with TPAdmin

Superior technology

- ARTS data model
- SOA type modeling
- Web service access from anywhere
- Consistent integration with TP Store Applications