

# HostLoyalty

## Complementing our flagship HOSTPOS systems

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HostLoyalty is add-on HOSTPOS software boasting a host of extra features designed to complement our flagship HOSTPOS point of sale product. HostLoyalty delivers amazing extras to maximise trade, whether your business is big or small.

HOSTPOS has been developed over 15 years.

### **It's all about you....**

Happy customers come back time and time again so it makes sense to work out what they want. HostLoyalty is the clever way to monitor your customers and their spending habits allowing you to plan and roll out promotions, targeting specific stock, days or people.

HostLoyalty can be introduced across multi-sites and businesses or on a single back office computer. Use it to run multiple and complex loyalty schemes.

Rely on HostLoyalty to quickly analyse your customers' habits:

You'll know what they bought and you'll be able to identify trends. That means you'll be able to work out what they're likely to buy in the future and create offers that are relevant to them, making sure they return... again and again.

### **Reaching out to your customers.....**

HostLoyalty helps you create targeted internet and postal mail shots. Use the loyalty software to base your communications on specific information about what your customers are buying. Reward current customers or use the loyalty system to encourage customers to return if they haven't been in for a while. HostLoyalty gives you the tools to interact with your customers more often. When you do it'll be much more rewarding, because you'll know each other better.

Use HostLoyalty to restrict promotions and loyalty schemes to specific days, or times, or to particular customers. Why not create Men-only Monday, Women's Wonderful Wednesday or Family Feel Great Friday?

### **Points mean prizes....**

Implement a points system and thanks to HostLoyalty how you do it is up you. Monitor how things are going as HostLoyalty software clearly displays your current points liability. Because it's so simple to set up you can ....

- Use points to sell products that have been sitting on the shelves for too long.
- When points aren't redeemed use HostLoyalty to encourage customers to accrue more or to use them up.
- Defer discounts to customers.



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- Restrict schemes with annual/monthly/weekly expiry dates.

### **HostLoyalty opens doors....**

HostLoyalty software is perfect for managing members-only schemes because you can upload a picture of your customer. Display it alongside their details including information about how they use your business.

In an exclusive club, for restricted gym membership, or with members-only rooms and services, HostLoyalty combined with a membership card that can open doors when you need them to be open and keeps them shut when you don't.

### **Thanks for choosing us....**

As the sales roll in and the receipts print out use HostLoyalty to reinforce your promotional message by including it on your touch screen till receipts or customer display.



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