



Connecting with Retailers

BPoS Gift and Loyalty Cards Factsheet



The BPoS Gift and Loyalty card software packages are another example of how the team at BPoS can deliver new ways to maximize every sales opportunity.

Gathering data about customers we can assist the retailer with targeted promotions, encourage customer return visits either instore or online, develop brand loyalty and ultimately provide the retailer with long term business security.

Administration website
Behind both Gift and Loyalty schemes you will find a comprehensive back office administration website. This delivers numerous benefits for your customers.

Whilst the end users may be looking online to see how much they have left on their gift card or how many points they have collected, the retailer can be reviewing how many gift cards are about to become void or see their liability in terms of points accrued by each customer or globally across all stores

Gift and Loyalty card highlights

- Instant reporting across one or multiple stores
- Capture key customer data
- Fully integrated with BPoS till software
- Keyboard and touchscreen operation
- API for third party links
- Administration website included in buy price
- Lets customers interact with their cards online
- Incentivise customers with pre-loaded cards
- Set up date related or product related promotions
- Reward customers with joint account benefits
- Set up schemes with different card designs and measure success through the admin site
- View current liability, transactions summaries, sales by scheme and branch
- Review aged cards
- Create your own unique number ranges and designs
- Enjoy extensive security via encrypted passwords
- Competitively priced plastic cards available via our partners
- Bespoke development available to integrate with your own website.
- Small annual fee for software support
- Full Audit trail



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BPoS Gift and Loyalty schemes are deployed across Europe in many different retail sectors. As part of the BPoS till software solution you can be confident that your customer's installation will be robust, reliable and provide first rate reporting on activity for every scheme that is set up.

In the same way as BPoS exhibits standalone capabilities in the event of back office failure, our Gift and Loyalty card schemes will do the same. This brings peace of mind for you, the retailer and an uninterrupted service for their customers.

The BPoS dealer network continues to spread across the country. These local dealers are all accredited for the supply, installation and training of BPoS along with the Gift and Loyalty card packages.

You can be certain of great service and a smooth installation.

System requirements and hardware options

- BPoS Gift and Loyalty software will in most cases use your existing POS and scanning hardware
- The BPoS Gift and Loyalty packages can be deployed on touchscreen or keyboard driven POS.
- Designing cards for your clients is easy with help from the BPoS team.
- The BPoS team will supply you with a unique number generating tool to create your own unique number ranges



Contact Us

To arrange a demonstration or for more information on any of our products or services please visit us at www.bposretail.com or call on 01244 573210 and we will direct you to your local dealer