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Customer Loyalty Software

Case Study





Baldwins Department Stores

Kevin Baldwin is MD at Baldwins Department Stores, which has four branches in Suffolk. He's been using TouchLoyalty for about 15 months and he's delighted with what the firm's been able to achieve, building strong relationships with its customers. He says customers have "really got on board with TouchLoyalty. They get email offers, sale offers and discount vouchers" aimed uniquely at them and it makes them feel privileged.

Mr Baldwin says TouchLoyalty has allowed him to "really build up business" and he adds "it's very user-friendly too".







TouchOffice

fice (



TouchOfficeWeb



™ TouchTopUp











TouchLoyalty with **Amazing Extras**

ICRTouch's TouchLoyalty is add-on software boasting a host of extra features designed to complement our flagship product, TouchPoint. TouchLoyalty delivers amazing extras to maximise trade, whether your business is big or small.

TouchPoint has been developed over 15 years. ICRTouch has over 30 years of experience in developing and supplying EPoS systems and we've sold over 50.000 software licences.



It's all about you....

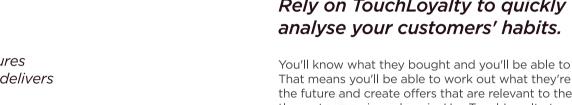
Happy customers come back time and time again so it makes sense to work out what they want. TouchLoyalty is the clever way to monitor your customers and their spending habits allowing you to plan and roll out promotions, targeting specific stock, days or

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

theBenefits

Rely on TouchLoyalty to quickly

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. Use TouchLoyalty to restrict promotions and loyalty schemes to specific days, or times, or to particular customers. Why not create Thank Thirties Thursdays, FamilyFeelGreat Fridays, Student Discount Saturdays.



TOUCH LOYALTY

Reaches out to your customers...

Points mean prizes...

TouchLoyalty opens doors...

upload a picture of your customer. Display it alongside their details including information

Thanks for choosing us...

