

NCR Advanced Checkout Solution

Consumer Marketing

Need a way to differentiate your pricing, promotion and loyalty marketing programs?

YES

Attract and retain your best customers

NCR Advanced Checkout Solution (ACS) Consumer Marketing (CM) helps you attract and retain your best customers with powerful pricing, promotion and loyalty programs—and all of this without adding complexity to your point-of-sale operations. You can choose from traditional promotional pricing and frequent shopper features, to the most sophisticated and complex loyalty marketing programs.

- **Move beyond standard pricing and promotions**

NCR ACS-CM promotions combine conditions, rewards and limits. With the ability to combine multiple conditions and multiple rewards, your pricing and promotion possibilities are limited only by your imagination.

- **Reward your best customers**

Build a customer loyalty program targeted to your best customers. NCR ACS-CM supports global programs that reward frequent shoppers, as well as segmented programs that reward targeted customers based on buying behavior. These customer-specific programs provide rewards based on the customer's lifetime value to your business.

- **Stay ahead of the competition**

NCR ACS-CM allows you to quickly develop, test and deploy the most complex promotions in minutes. Stay ahead of the competition with a continuing stream of creative promotions. Launch new promotional schemes immediately.

- **Communicate directly to your customers**

Leverage your POS to communicate directly with your customers to reinforce rewards, discounts and promotions. Display messages to customers and print messages with the item or at the bottom of the receipt. In addition to being an effective customer communication tool, NCR ACS-CM also has the flexibility to provide instructions to your cashiers.



For more information, visit www.ncr.com,
or email retail@ncr.com.

- **Ensure promotion profitability**

With NCR ACS-CM, you can easily control the number of times a reward is issued, the total number of issued points and the dollar amount that is applied to a single item across multiple promotions. With a card program, limits can be established across multiple transactions and multiple stores. All promotion and reward details are written to the transaction log for profitability analysis by item, customer and transaction.

Key Features

- Powerful pricing and promotion capabilities with or without a membership card
- Supports global, segmented and customer-specific card-based programs
- Store-centric or host-centric operation
- Online authorization of customer-specific offers
- Easily integrated with Customer Relationship Management (CRM) and other offer management applications

Why NCR?

With over 125 years of retail experience, NCR is a leading global provider of assisted- and self-service solutions. We help our clients around the world improve their customer interactions, implement change quickly and proactively, and transform their businesses to become leaders and change agents. We can help you, too.