

# SAMTOUCH

## Customer Loyalty



Works with  
**SAM4S**  
Touch Screens  
& Windows  
Tablets.

### Single/Multi-Site Customer Loyalty

Samtouch loyalty has been designed to help clients ensure that their customers return for more! By offering a loyalty to you customer you are taking advantage of one of the best marketing tools used by the biggest retailer's today.

With more choice and offers from your competitors it is essential that you incorporate customer loyalty into your business strategy.

Some of the key features of our loyalty system.

- Store full customer information, address, email, expiry date, membership type, customer image.
- Either single-site or centrally hosted database so customers

can use card at multiple site solutions.

- Unlimited loyalty customers.
- Flexible points earning and redemption.
- Pre-payment.
- Different price structures & points structure for different customer types. i.e Bronze member, Gold member.
- Customer tracking down to product purchased level.
- Comprehensive reporting.



### Additional Integrated 3rd Party Add-Ons for Samtouch

#### paymentsense.

Payment Sense Mobile EFT solution fully integrates with Samtouch allowing the waiting staff to view the table/check on the EFT terminal and issue a detailed receipt to the customer for immediate payment.

A mobile card machine can process payments from anywhere with reliable phone reception. Our Ingenico mobile terminals are hugely popular with delivery services, taxis drivers and tradespeople.

No matter where you do business, a mobile terminal makes sure you get paid. With a mobile card machine you'll never have to turn away cashless customers.



#### Resident Pro™

Independently designed for small to medium size hotels, Resident Pro is professional, well established, software for hotels - highly customisable to your business.

Resident Pro will work naturally for you, and grow with your requirements linking to Samtouch in your restaurant and bar to charge back sales to the room, telephone systems, online bookings, and channel management too.

#### THE EXCHANGE

It's a fun and interactive hospitality based selling tool that turns venues into virtual stock markets, and engages with customers by putting their drinks on a live stock exchange for the night.

You select the products to 'float' on the stock market, and minimum and maximum prices for each.

Then schedule 'market crashes' to create buzz and drive sales during quiet periods or traditional exodus times. \*Charge per event applies.

THE EXCHANGE			
PRICES GO UP AND DOWN JUST LIKE THE REAL STOCK MARKET			
COKE IS THE LEAST			
BAYLEYS £1.00	COKE £0.65	STELLA £2.00	RED BULL £1.20
BOTTLE BUD £2.10	J20 £1.30	STRONGBOW £1.80	BAYLEYS £1.00
CHICKEN BURGER £4.30	GRÖLSCH £1.70	WORTHIES £0.80	BOTTLE BUD £2.10

#### yoyo

Just Yoyo is a marketing platform modern retailers, powered by mobile payment. Consumers download the Yoyo mobile app on their smartphone, which allows them to forget about cash, credit cards, loyalty cards and paper vouchers when making purchases at your business.

Your customers don't need to carry around paper loyalty cards. They automatically receive stamps and redemption vouchers on their phone. Your customers can receive targeted and relevant offers straight to their phone, bringing them in more often and increasing spend.

