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Do you know?

- It costs 7-10 times more to recruit a new customer than to keep an existing one.
- A gain in customer loyalty of only 5% can lift lifetime profits per customer by as much as 95%
- An increase in loyalty of just 2% is, in some sectors, equivalent to a 10% cost reduction.

Is loyalty so important?

Why are loyal customers so important? The answers are familiar but worth repeating.

Loyal customers:

Purchase your products and services again and again over time

- Increase the volume of their purchases
- Buy beyond traditional purchases, across product lines
- Refer your company's products and services to others
- Become immune to the pull of the competition
- Give your company the benefit of the doubt when something goes wrong.

How Loyal Tracka help you to retain customers?

Loyal Tracka is based on modular architecture, configurable and scalable as per user requirement.

Features Include:

- Instant redemption no more long wait for redeeming the earned points
- Flexibility points management based on retailer's business rules
- Scalability Single store, multi store, multi location, single mall, multi mall possibilities
- Cutting edge technology Robust development tools, databases, smart cards, Simple but feature rich points management terminal
- Comprehensive MIS Software for card issuance and wide array of reports

Specifications

Loyal Tracka offers a complete solution that comprises of:

- Smart card Terminal
- Loyal Tracka Software
- On-line Terminal Monitoring (ePoll) software
- Card programming software
- Smart cards
- Card issuance (Print and Personalization)

Technology:

- Cards SLE4442
- Database ODBC to SQL, Oracle, Sybase and MS Access
- Interface XML data exchange and interfaces
- Development Tools Microsoft.net

Management Information Systems - MIS

- Member's report with dependants
- Cards reports
- Card holder history report
- Detailed points report
- Points summary report
- Points accumulated report
- Points redeemed report
- Product analysis report
- Accumulation business report
- Redemption business rules report
- Terminal business rules
- Member analysis report
- Blacklisted cards/member's report

Software Features

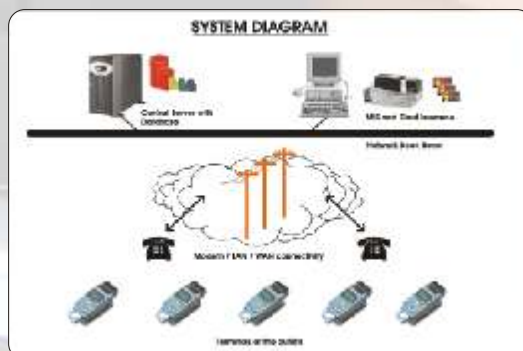
- Card Issuance
- Single pass encoding with printing
- Send bulk emails
- Tabular and Graphical Reports
- Instant redemption of the loyalty points
- Portable data with high security on smart loyal cards
- Lost/stolen card listing
- Offline authentication for the transaction
- Multiple card category type support
- User definable accumulation & redemption rules
- Administrator defined user privileges
- Reports with customizable features

Terminal:

- Keypad and LCD display with backlit
- Built in thermal receipt printer
- 4MB Memory
- Contact and contact less smart card support
- TCP IP, RS 232, GSM/GPRS, Modem Interface
- Internal ARM processor
- Smart card based log-in and log-out

Software Standards

- IEE documentation process
- Software development using 'quality management system'



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