

NCR Netkey Loyalty

Self-Service Solution

Would you like to extend your frequent shopper program across multiple channels?

YES

Reach customers at every touchpoint and empower them with a dynamic and customized loyalty program

In today's competitive retail environment, customer loyalty is more important than ever. Studies indicate that less than 15 percent of customers are truly loyal to a single retailer, but these loyal customers can generate between 55–70 percent of a company's revenue.* The NCR Netkey Loyalty solution enables retailers to extend their loyalty investment by leveraging it across multiple channels such as the web, in-store and mobile.

- **Provide convenient enrollment options**

Offer your customers the opportunity to enroll in your loyalty program at a self-service kiosk. The process is quick and easy, and it eliminates the need to wait in line at the customer service counter.

- **Deliver offers in-store**

Leverage your loyalty system investment by enabling customers to access offers, such as rewards or special promotions, in-store through a self-service kiosk. Additionally, your customers can choose to send offers directly to their mobile device or email address, enabling them to interact with you how and when they desire.

- **Enable customers to update their existing account**

The kiosk also lets your customers make changes or updates to their frequent shopper account without assistance. Not only is this convenient for your customers, it also frees up your associates to focus on delivering better service and other revenue-generating activities.



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

- **Easily reissue a loyalty card**

Processing a request for a lost frequent shopper card is simple with the NCR Netkey Loyalty kiosk solution. The application allows customers to access their account and request a replacement card without waiting in line. Meanwhile, a temporary card can be produced using the receipt printer to enable customers to identify themselves at check out.

- **Enhance customer convenience**

Built on the NCR Netkey management software platform, the NCR Netkey Loyalty solution can easily integrate with other retail applications to enable additional self-service capabilities, while at the same time reducing operational costs. Purchasing gift cards, printing out recipe suggestions, accessing a store map or product finder, or dynamic digital signage are additional applications that can be delivered using the NCR Netkey platform. From the simple to the complex, NCR Netkey can provide you with a highly configurable solution that meets your customers' needs.

- **Extend your existing NCR Advanced Marketing Solution (AMS) investment**

NCR AMS customers have the added benefit of using the NCR Netkey loyalty solution to deliver offers quickly and efficiently via an in-store kiosk for added consumer convenience and value. The integration of AMS and the NCR Netkey loyalty solution reduces implementation time and increases the value and usefulness of your AMS investment.

*Source: Center for Retail Management, Northwestern University

Key Features

- Easy-to-use touchscreen interface that reflects your brand identity
- Market-proven performance and scalability in complex IT environments
- Single software platform supports both interactive kiosk applications and digital signage
- SaaS and enterprise (premise-based) licensing options
- No proprietary hardware required
- Optimized for self-service workflow:
 - Secure application and user interface
 - Content scheduling and management
 - Packaged integration to common peripheral devices
 - Remote device monitoring
- Turnkey solutions and support from the global NCR organization
- Integration with NCR Advanced Marketing Solution or any other loyalty application

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.