

SwiftTec Loyalty Tracking System

PRODUCT SHEET



The SwiftTec Loyalty Tracking System is a comprehensive, easy to use software suite, designed to meet the requirements of shops, clubs, hotels or restaurants that need to maintain a database of customers and track the collection and redemption of loyalty points.

It has a comprehensive set of features which can be used to meet the needs of establishments of all sizes and is easy to setup and operate, making it an ideal choice for the small business owner. It can be run using a single PC but is comprehensive enough to meet the demands of larger companies.

Business Benefits at a Glance

The SwiftTec Loyalty Tracking System is a proven solution in shops, clubs, hotels and restaurants, enabling them to benefit from:

- Increased revenues and greater footfall from customers returning
- Raised awareness through branded loyalty cards
- Greater spend per customer
- More effective marketing using the loyalty system's customer database

Key Features and Benefits

Easy to Set-Up and Use

The SwiftTec Loyalty Tracking System is easy to set up and allows all of the major functionality of the loyalty tracking system to be easily configured.

With its intuitive easy-to-use interface, users can learn to navigate the system straight away. The system works with generated or pre-assigned membership IDs and cards.

Customisable Loyalty Member Database

The member database accommodates detailed profiles of loyalty members, including full contact details, photos and other user definable attributes. Additional free form information can be added relating to the member.

Individual members can be grouped together with shared common information if required, for example to support family or corporate memberships.

The main tasks of maintaining the loyalty membership database such as adding and editing of member records are easy to do, as well as the adding or redeeming of loyalty points associated with a customer record. ►



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Comprehensive Features List as Standard

Additional features include:

- **A Card Designer Module** - to create customisable membership cards with integrated barcodes.
- **A Points Logger Module** - it provides a simple mechanism for adding and redeeming members' loyalty points. This program works in one of 2 modes: 1) to add / redeem points by entering the number of points or 2) to add points according to the value of a sale or calculate a discount according to the number of points redeemed. In the second mode the points/sales ratios are separately configurable for addition and redemption. **This module is designed to be used at a reception / sales area alongside a till.**

Detailed Reporting

The system provides a comprehensive set of reports on membership, transactions and other statistics and it allows the user to create custom reports.

Download an Evaluation Copy and Purchase

The SwiftTec Loyalty Tracking System is licensed using a per-computer licence and discounts are available for multiple licence purchases.

You can download a copy of the latest version of the Loyalty Tracking System from our website at www.swifttec.com/downloads.

To run the program, email sales@swifttec.com to obtain a trial licence key for the SwiftTec Loyalty Tracking System.

Contact SwiftTec

At SwiftTec, we recognise that software does not always meet 100% of the needs of the customer and we can scope the development of a customised version of our software for a specific customer requirement.

If you would like to discuss your specific requirements or would like to find out more, please contact us at sales@swifttec.com.

Fully compatible with Windows XP, Windows Vista and Windows 7



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