

# TASK-MANAGER

## Membership Loyalty Module



### Membership / Loyalty Module

In today's competitive environment, we need to react quicker than ever before to our competitors and satisfy our customer's needs. Using the Task-Manager Membership/Loyalty/CRM (Customer Relationship Management) software combined with the Quest POS Terminals provides a total solution for your venue. As consumers become smarter and as the cost of acquiring new customers continues to increase, winning customers loyalty at the lowest possible cost, has become a strategic consideration.

### Key Features

Fully integrated to the Quest POS Terminals with Members name and current points available at the POS terminal.

Search on any field within the Member record using the custom search facility.

Each Member Classification can be linked to an individual price level in Task-Connect.

Handles Corporate as well as individual membership. Payments can be made for fees as well as any other payment options including things like green fees or boat mooring fees.

Up to 98 Membership Classifications with individual renewal dates and fees payable. Membership Classification 99 is reserved for barred members and not sent to the POS.

Use the additional card printing software module to print your own cards.

All reports, letters and mailing labels can

be selected by Membership status, Membership classification, current points etc.

Caters for Venues with no membership fees or yearly renewals by still providing a Members Loyalty scheme.

Members can have Cards with a magnetic stripe, or cards with a bar code label produced by the Task-Manager software.

Store home and optional mailing address (if different from home) for all members.

Member numbers can be up to 9 digits plus card prefixes for club identification.

Print letters and labels for Members Birthday invitations.

Members at the same address can be mailed as a family to reduce postage costs.

Store email address and email merge Members personalised emails or SMS.

Store Member's signatures or Member's photos.

Load Member Photos using the automatic photo transfer capabilities in Task-Manager. Works with any TWAIN device which includes digital cameras and scanners.

Member's name and address can be requested to print on a Receipt printer at the POS (for official Member Tax Receipts).

Store notes on Members to record history of mail-outs etc.

Age group analysis and zip/postcode analysis.

### Loyalty and Venue Promotional Features

Build powerful customer relationships with the ability to link transactions and award loyalty points to Members.

Totally integrated loyalty system to suit a large range of Venues in the hospitality, food service and franchise market.

Significant cost savings because redemptions can be done in real time at the POS Terminals.

View Member's most popular purchase and use this to target market Members. Reward their loyalty to build further business.

View Member's purchase history to gain insight and understanding of individual customers.

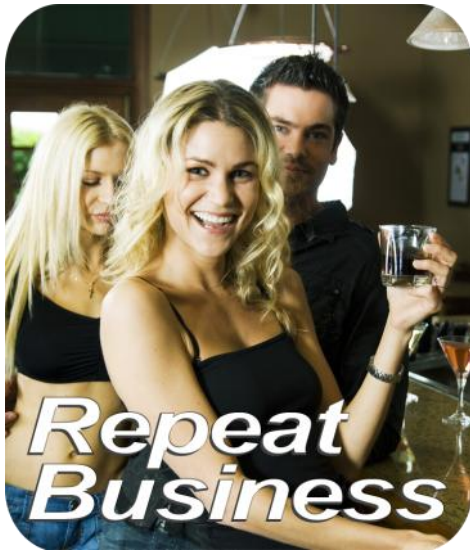
Member's can automatically receive a preset amount of bonus points when joining.

As a promotional incentive, inactive Members can be offered bonus points the next time they make a purchase to entice them back to the venue.

Letters, newsletters and vouchers can all be used to provide incentives for customers to revisit, or for cementing relationships by recognizing birthdays and other special occasions.

Achieve greater Member satisfaction and loyalty increasing venue profits through increased sales.

Incorporates a door promotions terminal that can be used to promote coming events within the venue as well as rewarding Members with loyalty points.



Automatically print dockets for barrel draws based on the Members spending a predetermined amount at the POS.

Process Member's Bonus points and Redemptions in the back office as well as at the POS.

Lucky Member draw, product promotional draws and random draws based on Member purchases over any given period help target venue promotions to members that spend.

Lucky Member draws can be run at the POS Terminal with the winner printed out on the docket printer.

Members loyalty points are based on Locations, individual inventory categories and can be varied depending on the day of the week the purchases are made. Any number of loyalty conditions can be set up to suit your requirements.

Member loyalty points can be varied based on Classification. E.g. Gold Member, Platinum Members etc.

Redeem points for purchases using the redemption ratio of points per dollar value.

Limit redemption of points to the maximum number of points the member currently has.

Track details of Member purchases by individual transaction or summary data which is useful for target marketing of top members

Target inactive members through mail-outs, SMS Mobile Phone Messages and email contact.

Member's Card Swipe at the door promotions terminal or reception can reward members with a preset amount of points for entering the Club.

Range of detailed reports show member activity during any period to determine the success of targeted promotions within the venue.

Real time updating and redemptions at the POS.

Top Members, inactive Members and attendance reports with a large selection range available.

Members can be sent personalised email messages containing any of the field information from the Membership record. Instead of junk emails, your customers can get relevant targeted messages based on their individual buying habits. It's also far more economical than postal mail and other media.

Add new Member Registrations from your Web site directly into Task-Manager.

Postal Bar Codes (Australia only) in conjunction with the Rapid Address Translation (RAT) tools. Saving on postage of approximately of 25% for clubs depending on the postal destinations.

Rewarding Members with points on next purchase can be set automatically each day.

The greater your knowledge about your Customers, the greater the opportunities are to grow your business and increase your profits.

#### Customer Kiosks

Links with the Membership/CRM software module.

Incorporates a door promotions terminal that can be used to promote coming events within the venue as well as rewarding Members with loyalty points.

Random draws with random sounds for non-winners.

Voucher Printing for each entry, random draws or Birthday Vouchers.

Displays Member Name and Points on swipe with choice of background colours.

Rewards Members with points each day they visit.

Venue Promotions with a slide show of coming events when not used.

Kiosks can be free standing or wall mounted with large screens.

#### Member Reception Terminal

The Member or reception staff can swipe the Member's Card on arrival with the following benefits.

Tracks card usage.

Limit repeated use of the same card. (Night Clubs).

Reward members with points.

Birthday reminders.

Display Financial status, Classifications & Notes.

Random Prizes & Frequent Visit Rewards (Visits per month).

Print Vouchers

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