



# NCR Advanced Checkout Solution – Consumer Marketing

## Differentiate your frequent shopper program



Consumer Marketing (CM), an extension of NCR Advanced Checkout Solution (ACS), can help you implement customized loyalty programs to attract and retain your best customers. NCR ACS-CM offers not only traditional frequent-shopper features, it supports a more comprehensive set of promotions to bring a higher degree of sophistication to your customer loyalty programs.

### **Move Beyond First Generation Frequent Shopper Systems**

Traditional point-of-sale (POS) electronic marketing systems have required the retailer to make trade-offs. You could implement something quickly using multiple price fields or linked coupons, but the end result usually looks much like the programs offered by your competitors, and nothing like the program ideally envisioned by your marketing department. You can attempt to differentiate yourself with specially written software to implement new promotions, but that means incurring expensive software customization and delays implementing your program. ACS-CM is designed to overcome the limitations of past systems and address the needs of your current and future marketing programs.

### **Use Your Imagination**

To make your stores stand out from the competition, you need to offer attractive promotions and value to your customers. ACS-CM provides virtually unlimited promotional pricing methods and allows you to deliver an impressive set of rewards, drawing profitable customers to your stores – now and in the future. With the flexibility offered by ACS-CM, your promotions are in effect limited only by your imagination.

### **Implement a Cost-Effective Solution**

With traditional POS electronic marketing systems, custom promotions require custom coding and additional costs.

“We believe ACS has one of the most versatile promotion creation and delivery modules available with a checkout solution. It allows us to create more powerful promotions more quickly and less expensively than any other solution that we’ve seen.”

*Charles Owen,  
Director of Database Marketing for Balls Food Stores*

# NCR Advanced Checkout Solution -

## Consumer Marketing

ACS-CM promotions are data driven, allowing you to implement completely new marketing programs without incurring programming changes. Promotions are created using a specially designed promotion maintenance tool that can be managed at the store or at the host, with resulting promotions delivered to target stores in a chain.

### React Quickly to Competitive Challenges

ACS-CM is designed to give you the ability to create complex promotions more quickly than other POS electronic marketing systems, providing you with a true competitive advantage. This gives you the ability to stay ahead of the competition with a continuing stream of creative promotions, as well as match a promotion that has just been introduced.

### Communicate with Your Customers

With ACS-CM, you can communicate clearly at the POS through the consumer information display (CID) and customer receipt, which can help reinforce how rewards, discounts and promotions affect your customers' transactions. Because the POS may be your single point of contact with consumers, you can focus on maximizing this opportunity for more effective, quality communication.

### Get and Understand Results

ACS-CM also facilitates complete promotion results to improve the profitability of your next promotion. For each reward issued, a record is written to the transaction log or data-collect file fully detailing the specifics of the reward. Included in this record is the identification of the item receiving each reward. This information is very important for accurate item and customer profitability calculations.

### Rely on NCR for Support

ACS-CM is supported by our responsive global services team. NCR can be your partner for on-site support and much more. We offer complete solutions to meet your business challenges, incorporating business/IT consulting, solutions design and integration services, content management design and implementation, project management, and installation and maintenance services.

For more information, visit [www.ncr.com](http://www.ncr.com), call 866.431.7879, or email [retail.contactus@ncr.com](mailto:retail.contactus@ncr.com).

The screenshot shows a POS interface with a receipt on the left and a promotional message on the right. The receipt includes a scale weight of 0.77lb, a date of 7/19/2001, and a time of 1:52:43 PM. The receipt items are:

Crackers	1.39	FD
=> .40 off	-.40	FD
Orange juice	3.00	FD
=> 10% off 3.00	-.30	FD
Ground round	4.45	FD
=> 20% off 4.45	-.89	FD
Ring dings	.50	FD
Tax	.14	
Total	7.39	
Amount Saved	1.59	

The promotional message on the right says: "Our cheese shop features over 500 selections from around the world" and is accompanied by an image of various cheeses and crackers.

NCR continually improves products as new technologies and components become available. NCR, therefore, reserves the right to change specifications without prior notice.

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