

STRIPES

A Comprehensive Loyalty Solution



STRIPES

Customer Development & Loyalty System

A complete customer development
and loyalty system

***“69% of Customers change their place of business for
little or no reason”***

NZ Marketing Magazine November 1997

**STRIPES the powerful marketing tool that gives your
business the competitive advantage.**

synergetix

A Comprehensive Loyalty Solution



At last, a complete loyalty software package. STRIPES covers all the different areas of loyalty to give you a powerful, effective tool able to handle your current and future requirements.

STRIPES Encompasses:

- Customer Relationship Management
- Customer Analyses
- Branch and Department Analyses
- Points Allocation
- Contingent Liability
- Reward Fulfillment
- Target Marketing

All these applications are seamlessly integrated, ensuring a complete, easy to use system that will allow you to identify and retain valuable customers, track their purchases, mail directly to them, and therefore, ultimately, increase your profits.

STRIPES is built in an open architecture environment and can communicate with all industry standard platforms and hardware. STRIPES is scalable to satisfy all the requirements from a small chain to a large multi-national.



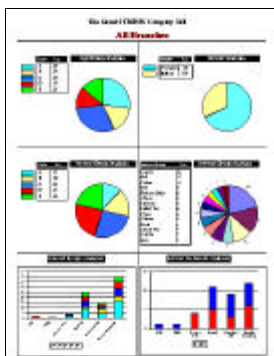
STRIPES provides you with three very powerful marketing tools in one:

Firstly, it is a reason for your customers to stay with you, as the points you allocate them are valuable and worth collecting.

Secondly, it enables you to build up a detailed picture of exactly who your customers are.

Thirdly, via direct mail, you are able to communicate individually to each and every customer personally and only communicate about products, services or offers you know will be of interest to them, based on the information you have gathered over time and their historical transactions.

This is the competitive edge. Your competitors cannot copy you because they do not have access to information about your customers, because you own it, so they can only communicate to them via mass media.



STRIPES is available in two versions. For a single branch operation or to run at head office of a multi-branch organisation.

With STRIPES you are provided with this information at your fingertips. You decide what information is important to you and STRIPES gives you the answers.

STRIPES

Sales Incentive Points System

The Golden Rule - 80% of your business probably comes from 20% of your customers.

69% of consumers change their place of business for little or no reason.

A 5% reduction in lost customers can increase profits by up to 75%.

Only 3% of businesses currently have a lost customer re-activation program.

It is five to seven times more cost effective to keep an existing customer than to buy a new one.

The real competitive advantage is knowing who your customers are, what their purchasing habits are, where they live, what they like, what they dislike, how old they are, etc.

Highly targeted direct mail is more cost effective than other forms of mass communication.

Your customers are your most valuable asset!

- Get new customers
- Retain your customers
- Maximise your profit from your customers

System Requirements

Both STRIPES and STRIPES Lite (single user or branch version) need very little resources or computer power to operate. STRIPES requires a PII processor or better, 64 Mb RAM, Win 311 or later, 100 Mb HDD plus data and SQL Server.

STRIPES Lite requires a PII processor or better, 64 Mb RAM, Win98 or later, 100 Mb HDD plus data

Authorised Dealer

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