



RETAILCONNECT
Powered by **TOKENGROUP**

For the

Merchant



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RETAILCONNECT is the name of Token Group’s Merchant Management platform. It is a combination of world-class technology, backed by a professional support team ensuring that your program is a success.

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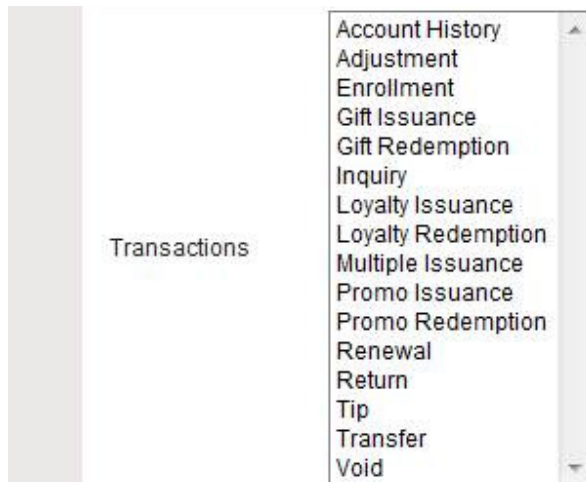
RetailConnect: Features Overview

For the Merchant:

- A front-end web administration panel that allows you to manage your program(s).
 - o Add/Remove store locations
 - o Setup your programs
 - o Manage employees
 - o Manage customers
 - o Add promotions
 - o View live reporting
- Program Types:
 - o Loyalty; gift card; frequency; shared reward; charity; pre-paid; bank (debit/credit)
 - o Closed loop or Open loop programs
 - o Co-operative Programs or Decentralized programs
- Merchant Types:
 - o Physical Stores or E-Commerce
- Sophisticated Rules Engine:
 - o Set custom EARN and REDEMPTION rules, per:
 - Program; Card Type; Card Holder Demographics; Store Location; Date & Time; Amount Spent; Goals Reached
 - o Reward a customer for an event type:
 - A visit: Get a free cup of coffee on your 3rd visit.
 - Points reached: Get R100 bonus when you reach 500 points
 - Utilization: Swipe your card 20 times this month and get a free movie ticket.
 - Spending Tier(s): Spend R100 or more and get 5% cash-back ; Spend R1000 and more and get 10% cash-back; Fixed 5% on ALL purchases
 - Unlimited Rule creation
 - o Incentivize your card holder:

- If you do X then you get Y; If you reach X points then you get Y reward
- Payout Flexibility:
 - Choose how, when you reward the customer: Give a % of cash back after 7 days or 30 days etc; Give a % of cash back to card holder when they reach a certain level.
- Support for Multiple Stores:
 - Franchises or Multi-Nationals: Connect multiple store locations under one umbrella and your card holders integrate across all stores immediately.
 - Co-operative Programs: Connect different store brands (Different Franchise groups or National Merchants) into ONE Retail Panel and manage it all in one environment. Each store will see their OWN reporting.
- Cards:
 - One Card, multiple stored values:
 - Ring-Fenced Value: One card could store cash, points or unlimited custom values. Each purse (wallet) can be used at a single location or many.
 - Customer Data: Link customer securely to the card. Main contact information + 10 custom fields.
 - Restrict certain transaction types by merchant location.
 - Activate | Deactivate | Freeze cards if lost or stolen.
 - Automatically set expiration dates (Cards can be renewed after expiration without re-issuing).
 - Auto-renewal of cards.
- Pre-Activation & Import
 - Import existing cards and historical transaction data into the system and track them inside RetailConnect.
 - Pre-activate new cards before they get issued to a base. (Great for Direct Sales)
 - Activate cards with a predetermined value (Currency or Points)
- Multi-Currency:
 - ZAR; USD; GBP; EUR all on 1 card with Points; Ice-cream's (Anything you can think of)
- Global Presence:
 - Support for multiple countries: You can lock card use to a certain country OR allow card holders to swipe and be rewarded at participating merchants across the world.
- Reporting Tools:
 - Program Utilization; Card Holder Demographics; Total Card Balances; Store Stats; Top Performing Stores; Transaction Detail and many more. Export ALL data to run through your own reporting tools.

- Centralized reporting for programs that pool funds into one account OR per-merchant reports for de-centralized programs.
- View liability report, detailing your total outstanding obligation to card holders.
- View REAL-TIME reports via the online administration panel.
 - Display transactions by day/week/month or any custom date range.
 - Drill down to store, terminal or card
- Advanced Security Features:
 - Set access controls per: Employee; Store Location; Terminal(s)
 - Set REQUEST PIN option for card holders
 - Set transaction restrictions p/employee or terminal:



- Supported POS Terminals
 - Hypercom; Ingenico; Micros; Microsoft RMS/Dynamics; Verifone (For a list of models please consultant with your account manager)
 - Other brands, supported on request (Custom integrations possible through SDK)
 - If no POS terminal in place, then we issue a Web Terminal to the client and a USB Card Reader or Barcode scanner. Swipe or scan the card through the reader and our system will automatically process the transaction.
- Triggers & Auto Rewards
 - Merchants can set triggers based on customer purchase behaviors that will activate customized reward and coupon messages (Displayed on receipt)
 - Auto-reward customer on their birthday.

- Promo Messages (Till slip):
 - o Setup custom ranges for receipt messages; Example: After spending R100 a custom message appears on the receipt, "Spend another R50 more and receive a 10% discount on your next purchase"
 - o Place coupon codes on your till slips on a certain day.
- Communications:
 - o Send messages to customers in certain card programs via SMS/Email
 - o Send out automated communications to customers based on the customers value to you.
 - o Auto-replies on transactions (SMS/Email)
- Customer CRM:
 - o Customer information attached to each card. (Up to 10 custom fields)
 - o Get insight into customer behavior.
 - o Spot trends
 - o Identify your best customers
 - o Bring back dormant customers

For the Card Holder:

- Customer Front End:
 - o Web based or Cell phone balance enquiry: See all their balances from each purse in one location.
 - o Balance check at point of sale of any participating merchant.
 - o Call Centre Support for reward/benefit/partner enquiries.