

ECoMs Electronic Commerce Management System

In today's competitive environment, engendering enthusiasm, loyalty, and maximum spend amongst your customers is vital.

- ECoMs, Cadmus' Customer Loyalty and Discount Management Solution facilitates the entire process, capturing transactional data, frequency and spend at Point of Sale (POS). Automated communication with your retail and merchant customers helps build profile, drive sales, and maximise revenue opportunity.
- If you are currently running a loyalty or discount program we can assist you to extend it, join forces with another scheme, or form a village of merchants such as a 'Trade Network' or 'Club'.
- Cadmus provides a fully integrated mobile or store based solution, including intelligent EFTPOS terminals linked to a fully secure Nationwide Eftpos network. Your POS terminal and ECoMs combines financial and loyalty transactions to provide a powerful customer loyalty and relationship management solution and includes a multi-delivery (e-mail, print/mail, fax) billing module.
- **DISCOUNT SCHEMES**
ECoMS facilitates discounted transactions, and monitors discounts offered to cardholders. Merchants can offer a range of discounts, in an interactive environment, against specific product sets purchased by the cardholder. Variable discount structures, based on value, can also be offered and the information captured and reported back to the merchant. From this transactional data, direct marketing of related products and services can be used to increase business.

AT A GLANCE

- Fully integrated solution
- Customised to meet specific needs
- Variable discount structures
- Multiple channels: branded cards, EFTPOS, SMS, internet, fax or e-mail solutions

ECoMs INCLUDES

- Management of customer and merchant information including a full range of sales and management reports
- Billing/Customer Communications
- Captures transactional activity at POS – including financial transactions and redemption
- Sweeping at the required frequency to extract customers who meet your triggers for rewards, special offers, communications and other incentives
- Contacting "stray" customers to entice them back into your business
- Random draws for prizes, goods or services
- Redemption and reward processing and ordering
- Telemarketing campaigns
- Market research/Demographic analysis
- Points control/Commissions
- Card and Discount Management

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ECoMs Customer Loyalty/ Discount Management Program

Transactions and communications are facilitated via a number of channels.

- Branded card:** A branded loyalty card provides a mechanism to build a unique brand and presence in the market. Customers swipe the loyalty card at POS on existing EFTPOS terminal(s) or a Cadmus' customised loyalty terminal. The transaction is routed in real time to the Cadmus Hosting Centre via the Cadmus private network and securely stored in the merchants database. ECoMs processes the data independently and/or transfers the information directly to the merchant for processing.
- EFTPOS card:** By using an existing debit or credit card to purchase goods or services, e.g. Cashflow, Visa, Diners, MasterCard etc. With just one swipe a customer's purchase is captured automatically by Cadmus via the EFTPOS network. The data is transferred to ECoMS and processed according to the merchant's requirements.
- SMS:** Mobile text messages (SMS) to and from customers provides for 'anytime, anywhere' information including progress updates, reminders, and special offers.
- Internet:** ECoMs web services allows for individualised content, capable of supporting a network of merchants, all e-commerce enabled. The Web Channel is linked to the loyalty program, enabling cross-sell opportunity amongst a trade group and leveraging economies of scale.
- Fax:** Automated billing and communications can be distributed by fax.
- E-mail:** Automated billing and communications can be distributed by e-mail.
- Redemption and Billing:** ECoMs provides redemption and merchant billing facilities. This removes administrative overhead and allows you to focus on your core business.

AT A GLANCE

- End-to-end solution
- Multiple channels of delivery
- Redemption and merchant billing
- Single point of contact for easy implementation and speed to market

ECoMs INCLUDES

Terminal: Cadmus design and build Loyalty terminals. The terminal can be multi-functional and include one or many applications. The terminal may also be used for everyday EFTPOS transactions.

Implementation: ECoMS provides the core requirements for most Loyalty Schemes.

Cadmus delivers an end-to-end solution, customised to meet specific requirements. This includes the Loyalty Terminal, Hosting, and Data Management.

Cadmus assigns specialist teams to the project and include design, development, project management and operations. This ensures the solution's deliverables are clearly understood, functionality is delivered according to expectation, and the project is on time and on budget. Using our experienced Operations team we can train the merchants internal team during the hand-over so that they remain totally independent.

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