

Have you considered the benefits of knowing who your customers are?



Customer Tracking

the benefits of knowing who your customers are?

Monitor who is shopping and what they purchase by maintaining a complete customer database accessible at the point of sale.

Easily..

...market to customers based on Customer Purchase History

...create a Preferred Customer Club or Frequent Buyer Club

...provide Customer Rewards based on Purchase Amounts

...provide Item Selection Suggestions based on Purchase History



Flip Over for More Information



For additional information visit the ARS Solutions Web Site www.arss.com or call 1-800-547-7120

Customer Tracking...

With each sales transaction the ARS Retail System gives you the option of:

- Entering a New Customer and Tracking Their Activities
- Tracking the Activities of an Existing Customer
- Selecting not to Track a Customer

- ◆ Easily track your customer's name, address, phones number(s) and e-mail address.
- ◆ Assign a price level or discount to a specific customer.
- ◆ Assign specific customer status codes to individual customers.
- ◆ Track tax exempt status and tax ID numbers by customer.
- ◆ Track the number of times a customer visits your retail location.

Automatically track customer purchase information:

- ◆ Detailed history of items purchased and when they were purchased.
- ◆ PTD, MTD, YTD and Previous Year purchase history.
- ◆ Last date of purchase.
- ◆ Tailor the information you track with the ARS Retail System user defined fields.
 YOU define specific information to track using character, date and notes fields.
 (Examples: Customer birthdays; family member information, etc.)

Detailed Customer Reports:

Mail List Report							12/26/2002 10:55:54 AM	
ARS Solutions Ltd.							Page 1	
Mail #	Name Address	Phone # Last Visit	Fax # First Date	E-mail Last Date	Visit	Visit Amount		
100	Anderson, John 108 2nd Street North Sauk Rapids, MN 56378	320-123-4567 12/26/2002	320-987-6543 5/9/2002	janderson@aol.com 12/26/2002	1	179.02		
101	Jackson, Mike 127 22nd Avenue North St. Cloud, MN 56303	320-234-5678 5/9/2002	320-876-5432 5/9/2002	mjackson@yahoo.com 5/9/2002	0	0.00		
102	Acme Construction 128 44th Street North Duluth, MN 56782	320-345-6789 5/9/2002	320-765-3421 5/9/2002	jobs@acme.com 5/9/2002	0	0.00		
103	Doe, John 1111 Some Avenue North Anywhere, MN 56111	111-222-3333 5/10/2002		jdoe@some.com 5/10/2002	0	0.00		

Instant Customer Mailing Labels:

Anderson, John 108 2nd Street North Sauk Rapids, MN 56378	Jackson, Mike 127 22nd Avenue North St. Cloud, MN 56303
Acme Construction 128 44th Street North Duluth, MN 56782	Doe, John 1111 Some Avenue North Anywhere, MN 56111