

Loyalty

cards[®]
& more

... for smart solutions

Win your customer's loyalty, reward your Loyal Customers

customers & more Loyalty System

Together with personalized customer chip cards and the terminal GCR500ec, you receive a complete solution to reward your customers in an easy and effective way and thus keep them longer:

For each amount of money that customers spend with you, they receive an electronic credit on their chip card.

Each time they visit your store, they can have their balance checked at the terminal. Once a certain amount of points is reached, the terminal beeps and your clients receive an attractive gift from you. This way you make sure that they come back again and again.

With customers & more you determine, how many points your customer receives per Dollar spent, and at which balance he or she receives a gift.

You can also look at all the transactions that have taken place and use this information for marketing purposes.

Last but not least the system allows you to activate your new customers' cards on the spot.

Easy and ergonomically to operate, safe and flexible to handle. And since the terminal operates offline, no effort is needed for placing wires, etc.; all you need is a power plug.

customers & more - good value and advanced technology in a system that helps you to gain and to keep your customers' loyalty.

GCR500ec Smart Card Reader

Ideal for loyalty and payment programs, this ergonomically designed smart card reader combines sturdiness and user comfort with secure functionality. Taking up only very little space on a cashier's counter, this compact device offers all the needed functions for the communication with your customers (display of specific messages such as greetings, input of secret codes as well as amounts, etc.).

Together with a tailor-made software, this reader is the perfect tool for your loyalty application.



The cards & more Loyalty System

Technical Specifications



Smart Card Reader GCR500ec



battery-pack for GCR500ec



Receipt printer DX58

Software „customers & more“	Basic	Comfort	Professional
Modular set-up of system	•	•	•
Self installing software	•	•	•
Database management	•	•	•
Choice of language	•	•	•
Customer chip card personalization	•	•	•
Employee chip card personalization	•	•	•
Read out transactions from GCR500ec	•	•	•
Use of external data	•	•	•
Activation of chip card terminal GCR500ec	-	•	•
Definition of terminal ID	-	•	•
Definition of the chip PIN-code	-	•	•
Providing data for external programs	•	•	•
Transactions logfile function	•	•	•
Multi Partner Scheme Option	•	•	•
Customized background	-	-	•
Supports reader: GCR500ec	•	•	•
Supports receipt printer: DX58	-	-	•

DATABASE SOURCES

External databases in standard formats (DBASE, Excel, Access, Oracle, etc.)

LANGUAGES

English, German, Spanish (further languages available upon request)

SYSTEM REQUIREMENTS

- Pentium PC with at least 32MB RAM, Win 95, 98, 98SE, ME, NT 4.0, W2K (32 Bit)
- Disk drive 3.50", CD-ROM drive, Mouse, or Windows compatible cursor, Serial interface
- VGA cards with 64.000 colors, resolution 800 x 600 Pixel, SVGA color monitor
- Needed memory capacity on the harddrive min. 10 MB

Smart Card Reader GCR500ec

smart card coupler external	ISO 7816 1-3
smart card coupler intern	1x PlugIn for optional module
drogram memory	32 KB
data memory	32 KB
automatic dust protection	yes
LEDs	two battery- and status LEDs
summer	yes
interface	seriell/RS232 - offline and online operation
keypad	10 numerical keys, 6 programmable keys
LCD display	2 lines, 16 signs
housing	ergonomic housing, one hand-operation dust- and watersplash protected
options	stainless steel cover battery-pack
power supply	External plugin 9-12 V, 300mA
dimensions	185 120 57 mm
weight	760 gr