

Fact Sheet

Fujitsu Retail Suite

CustomerCENTER™ Mobile Loyalty Application

The ability to reach your customers through their preferred means of communication has moved many retailers to engage in a mobile strategy. CustomerCENTER's Mobile Loyalty Application provides your loyalty customers with the ability to view in real-time their current offers, coupons and targeted rewards. Additionally, they can check their loyalty status and profile as well as access their recent transactions at an item level, without having to find the item or receipt when making their next visit to the store, providing convenience when purchasing complimentary items.

Leveraging Fujitsu Retail Suite

The Mobile Loyalty Application utilizes the detailed information contained within your Fujitsu Retail Suite applications. Mobile Loyalty is available as an additional component of CustomerCENTER, enabling you to deliver sophisticated customer marketing programs at all points of customer interaction. If ReturnCENTER™, the Fujitsu comprehensive return process, is also in use, you can also determine if an item within the transaction has been returned.

Keep your customers updated

Your loyalty customers have easy access to view their points as well as the offers they are eligible to receive anytime and anywhere.:

The Mobile Loyalty application has the ability to:

- Display a list of recent transactions for the loyalty customer
- Allow the list of transactions to be scrolled if too many for a single page



- Allow a specific transaction to be viewed in detail

The application can:

- Display a summary of the selected transaction
- Display a list of items purchased in the transaction indicating price and discount received.
- Indicate if items have been returned (if ReturnCENTER is used)

Customizable to meet your needs

The Mobile Loyalty Application is designed to be deployed not only on mobile devices of the customer's choice, but also as an embedded part of your web page or available on a Kiosk in the store. The device and platform independent design written in HTML 5.0 allows you and your customers to get maximum use of this exciting new offering, allowing you to easily extend the solution further to meet our changing or unique business requirements.



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