

Oracle® Retail MICROS dStore Loyalty Center
Product Overview
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Purpose

Note: The rebranding for the latest version of this documentation set is in development as part of post MICROS acquisition activities. References to former MICROS product names may exist throughout this existing documentation set.

The purpose of this document is to give a product overview of the MICROS dStore Loyalty Center.

MICROS dStore Loyalty Center

Customer Loyalty

Through the MICROS dStore Loyalty Center the register has access to central data during the checkout, e.g. to company-wide or customer individual promotions such as birthday wishes.

The MICROS dStore Loyalty Center enables the print of a gift voucher, customer individual promotions and vouchers as well as point collection and point administration in combination with promotions.

The storage of points takes place at a central database. Therefore, this information can be provided in real-time and for all participating markets. Further possible options are printing the actual point score and spending points.

Checkout

The customer is identifying herself/himself with her/his loyalty card (card with barcode, chip card, NFC mobile phone, RFID Chip). The POS communicates with the MICROS dStore Loyalty Server and receives the relevant data from the MICROS dStore Loyalty Server enabling the POS to immediately react on customer preferences, collected points, open credit etc.. If customers are allowed to shop on delivery note, an automatic credit limit check can be carried out. The MICROS dStore Loyalty Center provides limits on a companywide base.

Components

The MICROS dStore Loyalty Center consists of the following components:

- Limit management: control of sales volume for employees, credit limit for customers paying with delivery notes.
- Electronic vouchers: fixed valued gift cards available in the store.
- Central customer accounts: personalized customer cards, anonymous gift cards, support for different types of bonus systems, e.g. points, amounts, electronic vouchers, online upload and redemption of arbitrary bonus amounts at the checkout, integration with promotions at the checkout.

