

Oracle® Retail MICROS dStore Loyalty Center
Produktübersicht
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Einführung

Hinweis: Die Produktänderungen für die aktuelle Version dieser Dokumentationsreihe sind, aufgrund der Übernahme von MICROS, in Bearbeitung. Verweise auf MICROS Produktnamen können innerhalb der aktuellen Dokumentation vorkommen.

Diese Produktübersicht beschreibt die Funktionalität des MICROS dStore Loyalty Center.

MICROS dStore Loyalty Center

Kundenbindung

Das MICROS dStore Loyalty Center unterstützt vertriebliche Aktionen und die damit verbundene Kundenbindung. Geschäftsprozesse rund um Kundenkarten, Bonuspunktesysteme oder Giftcards können durch das MICROS dStore Loyalty Center integriert werden.

Durch das MICROS dStore Loyalty Center hat die Kasse während des Checkouts Zugriff auf zentrale Daten, z. B. für marktübergreifende oder kundenindividuelle Promotionen wie z.B. Geburtstagsglückwünsche.

Neben Glückwünschen und dem Drucken eines entsprechenden Geburtstagsgutscheins können auch kundenindividuelle Promotionen und Gutscheine realisiert werden, sowie die Punkteverwaltung in Kombination mit Promotionen. Die Speicherung der Punkte erfolgt in der zentralen Datenbank, marktübergreifend und in Echtzeit. Das aktuelle Punkteguthaben kann angedruckt und Rabattgutscheine, die einen gewissen Guthabenstand an Punkten voraussetzen und eine gewisse Anzahl von Punkten beim Einlösen des Gutscheins abbuchen, können eingelöst werden.

Ablauf an der Kasse

Der Kunde identifiziert sich während des Checkouts mit seiner Kundenkarte, in Form einer Barcodekarte, einer Chipkarte oder auch eines Smartphones. Anschließend kommuniziert die Kasse mit dem Loyalty Server und erhält die vorgesehenen Kundendaten vom Loyalty Server, die diese danach in der gewünschten Form weiterverarbeitet und ausgibt.

Werden Promotionen umgesetzt, wie beispielsweise eine Aktion, bei der jeder 100. Einkauf gratis ist, kann mittels MICROS dStore Loyalty Center diese Aktion auch über alle Märkte ausgeweitet werden und nicht nur den 100. Bon in einem einzelnen Markt, sondern auch den 100. Bon über alle Märkte gesehen, in die Promotion miteinbezogen werden.

Anwendung

Das MICROS dStore Loyalty Center kann wie folgt verwendet werden:

- Limitverwaltung: Umsatzvolumen für Personalkäufe, Limitregulierung für Lieferscheinkunden
- Elektronische Gutscheine: Gutscheinkarten, Geschenkkarten mit Fixwert
- Zentrale Kundenkonten: Personalisierte Kundenkarten, anonyme Gutscheinkarten, unterschiedliche Bonifikationen wie z. B. Beträge, Punkte oder elektronische Gutscheine, Online Aufladung und Einlösung beliebiger Beträge an der Kasse, Integration mit Kassenpromotionen

