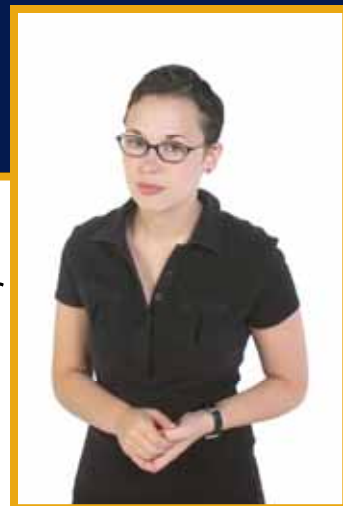


# Gift and Loyalty Card Pooling...

Gift Card, Loyalty and Promotion Management for multi-location environments. Configurations exist for corporate stores, franchises and even non-affiliated strip stores seeking a collective approach to membership management.



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## Corporate Pooling, Merchant Pooling and Merchant Communities...

Whether you are a corporate entity with several locations, a franchise chain or a coalition of merchants seeking a collective approach to membership management...

*PatronFlex has the solution for you!*

### CORPORATE POOLING

This applies to corporations that have a chain of stores. Corporate controls the setup and definition of all promotions. Sales and promotion activity are tracked individually for each store and can be reported on as such. Customer records, point balances, gift card balances, and promotions are common to all stores in the chain.

- Loyalty point balances are valid at all store locations.
- Gift Cards are recognized across all store locations.
- Promotions are managed and defined at the corporate level for all store locations.
- Rewards and Incentives are redeemable at any store location.
- Mailings are managed at the corporate level for all locations.
- Financial reporting across all store locations, broken down by individual store location.

### MERCHANT POOLING

This applies to franchises and affiliated merchants who want to operate their own individual promotions but share customer enrollment records, point balances and gift card balances. A common loyalty card works across all stores and Gifts Cards issued at one merchant are valid at all others.

- Loyalty point balances are valid at all merchant locations.
- Gift Cards are recognized across all merchant locations.
- Promotions are managed and defined at each individual merchant location.
- Rewards and Incentives are redeemable at the issuing merchant location only.
- Mailings are managed by each individual merchant location.
- Financial reporting for moving funds between merchant locations (Gift Card funds and Loyalty Points).

### MERCHANT COMMUNITIES

This applies to multiple non-affiliated merchants, such as those in a mall or plaza, who want to share a common customer enrollment record (that is, a shared membership card) but want to operate their own loyalty programs, keeping point balances, gift cards and promotions private to their own store.

- A single loyalty card is recognized across all merchants.
- Customer point balances are valid only at issuing merchant.
- Gift Cards are valid only at the issuing merchant.
- Promotions are managed and defined by each individual merchant, independently.
- Rewards and Incentives are redeemable at the issuing merchant only.
- Mailings are managed by each individual merchant, independently.
- Merchants can only generate reports pertaining to their own gift card and loyalty card activity.