



A Fresh Approach to POS and Loyalty Systems

Local Choice Market chose an old-world approach to selling produce, in an open-air market with bins full of fresh produce from regional farms. While the concept may be traditional, the approach is very modern, and an innovative food market deserves an innovative POS solution. Local Choice market chose New West Technology to build a retail point of sale system that was as fresh as the local they sell. The highlight of the system that includes Microsoft Dynamics on nine POS stations with weight scanners is not the system itself, but a new type of customer loyalty program integrated within the system.

Making Customer Loyalty Programs Customer Friendly

Because Local Choice is not a traditional supermarket, they needed a loyalty program that was different from the card systems used by big chain stores. The main goal of the program would be to reward customers based on their buying habits while protecting and respecting their right to privacy.

NWT's Innovative, High-Tech Solution

The key to the system is a chip that is attached to the customer's cell phone, keychain, or card. The chip delivers rewards by text message to the customer's cell phone. A customer can scan their chip at any time during the transaction, with no interaction required by the cashier.

To allow the chip to work with both rewards system (Bloyal) and Microsoft Dynamics RMS, New West Technologies built customizations into the Microsoft Dynamics POS system to connect the chip with the customer's account. The customizations allow for the cashier to add a new chip to an account, remove a chip from an account, and merge accounts from the POS interface.

The Result: A Personalized Experience for an Upscale Environment

Because the chip technology relies only on the customer's cell phone number for identification, the customer's privacy is ensured, while still allowing for data collection that helps the store understand customer preferences and shopping patterns. The customer is more likely to participate in the program, knowing that their personal information is kept separate from the rewards program data.

The customizations by New West Technologies that made this system possible can also be used to integrate data collection into other high-end retail establishments where traditional customer loyalty programs would be intrusive, such as boutique establishments, restaurants, day spas, and hotels.

THE CHALLENGE

To Develop a POS system with a loyalty program that is customer-friendly and easy to use.

THE SOLUTION

Customized RMS installation makes use of scannable chips that track customer purchases and provide loyalty benefits via text message.

THE BENEFITS

Using benefits at check out is fast and easy. Customer privacy is preserved. Cashiers have ability to easily change chip assignments inside POS.



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1.800.466.7839

OUR
EXPERIENCE
YOUR
EDGE

CUSTOMER SATISFACTION

“New West Technologies really listened to us and proposed a solution that gives us everything we wanted in our POS and more. Our business model relies heavily on customer experience, and now we have a POS and loyalty program tailored to create a purchase experience in line with our company vision.”

- CEO, Local Choice Market



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Complete Solutions for Retail Environments

Count on New West Technologies to help you with design and implementation for POS systems, system security, integration, and set up of vital business functions. As part of our design and implementation strategy we will perform site analysis, solution analysis, discovery and reporting. We will be there with you through every phase of deployment, installation and configuration, and even provide on-site testing and follow up after your system up and running.

POS Design and Customization

New West Technologies starts each project by helping the customer identify their unique needs and build a list of system requirements. Understanding the business model and sales goals of the customer helps us create a system design tailored to meet our customer's goals. We help our customers decide what features, software, and hardware combinations will provide the best solution, now and in the future. When custom functionality is required, our teams of skilled developers and engineers provide the expertise for turning a customer's vision into reality.



Software Options

Designing the right POS system requires having the flexibility to work with multiple software products. POS systems designed by New West Technologies offer the advantage

of the industry's best POS software for both iOS and Microsoft platforms. Mobile and Cloud technology developed by New West Technologies provide additional functionality to Microsoft Dynamics RMS or LightSpeed systems.



Robust Hardware

Retail POS hardware is specialized to meet the needs of retailers and the POS software. Hardware options are available in many size and option configurations, from handheld mobile solutions to dedicated platforms. New West Technologies carries a full range of hardware solutions optimized for retail environments with features like touch screen controls, bar code scanners, weight scanners, cash drawers, and thermal receipt printers.

For More Information

Contact New West Technologies Today for more information about POS system design, retail infrastructure development, business systems integration, mobile POS systems, inventory management, or other business/e-commerce system consulting.

On the Web

Information about our approach, services, and products is available online at www.newestech.com.

By Phone

Call **1.800.466.7839** to speak with a consultant about our products and services, or to schedule a consultation.