CENTARA

LOYALTY / STORED VALUE

Centara Point-of-Sale "Loyalty", "Gift card" and "In-store credit" solutions are built for unlimited capacity and customization. It is a stand-alone, card or paper based, centralized stored value system with the possibility of connecting to the company's ERP.

- Stand alone system
- Centralized stored value system
- Scalable up to large installations
- Flexible menus for different locations
- Extensive stored-value-system module
- Registers stored value cards with one swipe
- Issues gift cards
- A wide range of standard reports
- Staff card handling
- Unlimited transactions
- Unlimited clients
- Seamless integration with ERP
- Data analysis with BI tools
- In-store credit support
- Easy to use

Centara is one of the fastest point-of-sale systems on the market. Lower total cost of ownership and improved productivity are the main elements to look forward to when setting up Centara.

Flexible on-screen menus and **tailormade manager functions** along with **extensive reporting abilities** and reliability, give Centara the leading edge managers are searching for when choosing a system.

Intuitive design and user interface cuts down training time enabling managers to make the most of the system and allows for effortless sales, adding items or adjusting prices.

The system operates on most known POS hardware and easily communicates with other software.

LOYALTY CARDS

Loyalty solutions are real-time promotional offers based on customer purchases, spur of the moment offers and redemption of promotional codes or points-based rewards to the customer.

Many customers like to think about their savings on an annual basis and are therefore very conscious about using their VIP or loyalty cards.

Every time they spend money, they do so knowing they will be able to collect some of it back.

To be reimbursed in some way even though it only being a form of credit – still amounts to savings.

CENTARA

"We want to build successful relationships with our customers."

The goal of every business owner is to generate repeat business and to entice the customers to come back over and over again. Centara has designed the Loyalty system with this idea in mind.

"Every time the preferred customer card is swiped at my store, our customers earn points or some form of loyalty with the company."

GIFT CARDS

With gift cards, customers can either pre-pay for future purchases or present the card as a gift.
Simply sell a gift card to a customer for any amount and swipe the card into the system.

When the customer wants to pay using the gift card, all that is needed is to swipe it at the end of the transaction and choose how much of their balance will be applied to the invoice.
Most importantly, with the gift card system, the store establishes a relationship with the customer.

IN-STORE CREDIT

Where in-store credit is used for returns, the system is capable of creating, on-the-fly, accounts which are printed on a slip for the customer to use later as payment. The customer information can be included on the slip where preferred.

REPORTS FOR ANALYSIS AND PLANNING

Centara offers a number of options when it comes to viewing and analyzing data.
The data compilation of Centara offers a vast field of information for further analysis or study with standardized business intelligence tools.

SUPERIOR PERFORMANCE – ALL THE TIME

Centara has built-in redundancy features that allows staff to keep handling customers even if other connected systems go offline.
Centara is based on Microsoft SQL and .NET technologies and is certified ARTS data model conformant. The technology platform guarantees a reliable and proven architecture.