

Enabling technology that will travel across borders...

...while bringing customers to your front door.

Global Loyalty X-Change has designed the GeN "X-2" Platform to enable merchants the flexibility to custom design innovative CRM programs. The technology permits small to mid-size merchants the opportunity to incorporate the latest stored value, loyalty and gift card programs emanating from a single terminal. These programs are designed to compete with expensive systems that are deployed by larger chains without the cost and administrative overhead. Basically, it transforms existing magnetic-stripe technology into new marketing paradigm.

How It Works

- 1** A cardholder presents his or her co-branded Local Heroes membership card. The card is presented with any form of payment and is processed accordingly. Cardholders also have the option of applying for the Local Heroes GlobalDebit Card and in such case, payment and loyalty are done in a single swipe.
- 2** When the Local Heroes card is swiped through a program, the Cardholder transaction data is captured by the GeN "X-2" host in real time.
- 3** In a split dial environment (high speed included) a merchant's financial institution handles credit/debit card authorization as normal. There is no effect to the merchant's existing banking or processing relationship.
- 4** The GeN "X-2" database recognizes the loyalty transaction through the encoded information on the membership card. Simultaneously, the customer receives an instant reward and both the merchant and cardholder make an automatic donation to the community. The receipt generated from the Program Terminal provides the customer with a statement each time they use their card.
- 5** The transaction details are collected, tracked and stored in the GeN "X-2" data warehouse for future use.
- 6** Local Heroes maintains the program database and can provide customized reports, queries and analysis for its Merchants based upon precise criteria and specific promotional requirements.
- 7** Through a interface created specifically for merchants giving them the ability to interact with the program database, merchants can disseminate transactional data and create dynamic and interactive marketing strategies. This tool will allow merchants to instantly monitor the effectiveness of all marketing and promotional efforts. By tracking precise customer behavior, merchants can establish new markets while maintaining the needs of current ones.
- 8** At the point of sale, merchants can print dynamic instant messages informing cardholders of new promotions, special privileges, events and increased rewards. Messages are printed in real time and appear on the Local Heroes receipt.

