

Putting the Power of Intelligent Marketing Onto a Card and Into your Customers Hands

Today's successful businesses distinguish themselves from the competition by focusing on customer retention, incremental spending and extraordinary service. In an increasingly competitive business climate, it is critical to understand who is buying your products and services so loyalty and gift card programs can be tailored to keep your customers coming back for more. With Local Heroes you receive high performance for your needs today, and the flexibility for tomorrow's realities.

Main Event



Main Event has been developed for merchants, cardholders and charities to post details, collect payment and broadcast to segments of the Local Heroes database based on member preferences. Please visit the event posting page for more details.

Inaugural Merchants



Become one of the first merchants to join Local Heroes in your category and you will be listed on the home page of Local Heroes as one of the Inaugural Merchants. Inaugural Merchants will be displayed on the Local Heroes home page. You will also be provided a proclamation to post in your place of establishment to recognize your commitment towards your customers and your community.

Bid Site for Services



The Local Heroes Bid and Auction site was developed to respond to the needs of local businesses, to expand and strengthen their marketplace while simultaneously increasing commerce for small businesses in surrounding communities. The site will link existing and emerging local business networks to consumer alliances to create a local, regional, national and international business-to-business bidding/auction system.

Featured Merchant



All Merchants have an opportunity to be listed as a "Featured Merchant" in its category. Featured Merchants will be listed first in its' category

in the directory of services.

Special Promos



All Merchants have an opportunity to post special promos. & sales on the Local Heroes website.



LOCAL HEROES
FRIENDS • FAMILY • COMMUNITY

Value Added Applications

- ◆ Standard Real-time Loyalty Point Accrual and Redemption Processing
- ◆ PlusCount Model- allows merchants the ability to add value, in any currency, to any membership card that can in turn can be spent anywhere that accepts Visa or MasterCard or used at any ATM worldwide
- ◆ Batch-Based Transaction Processing and Tracking
- ◆ Issuance of Private Label GlobalDebit Cards---pin based or signature capture
- ◆ Full Service Credit/Debit Card Processing, incl. ACH Engine-Transaction Central
- ◆ Enhanced Club Card Programs and Applications for Retail Food Industry
- ◆ Dual Program Decision Support on a Single Transaction (i.e. Points or Discounts and Mileage)
- ◆ Electronic Gift - preset values or re-loadable
- ◆ Full Maestro Debit Payroll and Procurement cards for small business that include full insurance benefits and micro loans to employees. Cards are provided at no cost to merchants
- ◆ Private Branded Stored Value Cards--Loadable/Re-loadable at any POS Terminal
- ◆ Instant Messaging at Point of Sale
- ◆ Real-time Mileage Programs
- ◆ Customized, Auditable Instant POS Coupons
- ◆ Instant Win Promotions
- ◆ Instant POS Discount or instant redemption of points
- ◆ Professional Services--- including Program Design and evaluation of existing programs
- ◆ Program Management—Reporting Engine for Marketing/Accounting and Program Tracking
- ◆ Secure Web-based Cardholder and Merchant User Interfaces with customized Reporting Engine

