



Leveraging Pinnacle's SIGN-UP SERVICE to Compete

By: Jane Sinn Gabriel, Retail Solutions Manager, The Pinnacle Corporation

In trying to win the hearts and dimes of current and potential customers, it is important for your stores to deliver convenience and value whenever possible. If you're using a loyalty program you know that embracing both of these concepts is important to success. If you're running Pinnacle's Loyalink™ loyalty solution and LoyalPass™, our pump authorization solution, you may be particularly interested in finding a way to give customers an easy way to register for those programs.

With Pinnacle's Sign-up Service™ running at your stores, you don't have to sacrifice customer convenience in order to register a customer for your loyalty programs, you can likely get incremental and invaluable contact information for that customer.

Sign-up Service is quick and easy for the cashier and the customer. Scan their drivers license (DL), scan their new loyalty card, quickly review the information on screen, save, and you're done.

With a virtual keyboard, the user interface supports manual entry of customer information not available from the scanned DL, such as a telephone number or email address of the applicant; optional entry fields in loyalty that are not data elements that you would obtain from the scan of a DL.

By the way, the user component of the Sign-up Service application can be used via Palm POS or it can be installed on

a separate Windows workstation where, potentially, customers could scan or enter the information themselves; another customer convenience.

The same stand-alone option can also be taken advantage of at the home office for adding and editing customer information and posting it directly to the loyalty database.

That's delivering on convenience, what about value? Your loyalty program already delivers great value to your members with instant rewards, gas price roll-backs and points programs. But your customers could reap greater benefits and become more loyal to your brand if you could appeal to each of them directly. Sign-up Service provides you with that direct contact information!

Besides that vital contact information, Sign-up Service also captures additional detail about the customer including things such as the customer's date of birth and gender. For your customer's security and privacy, that information is not displayed on the Sign-up Service screen. It is posted to the loyalty database where it is accessible through the Loyalty application for analytics, marketing, and promotional use. It will also be visible to the customer via the web interface.

Sign-up Service tool delivers convenience and value. You should check it out. ©