

Title (en)

METHOD AND SYSTEM FOR PROVIDING PURCHASE INCENTIVES DESIGNED TO INCREASE CUSTOMER LOYALTY

Title (de)

VERFAHREN UND SYSTEM ZUM BEREITSTELLEN VON KAUFANREGUNGEN ZUR STEIGERUNG DER KUNDENBINDUNG

Title (fr)

PROCEDE ET SYSTEME DE MISE EN PLACE D'INCITATIONS AUX ACHATS DESTINEES A MIEUX FIDELISER DES CLIENTS

Publication

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Application

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Abstract (en)

[origin: WO0131531A1] A method, system, and computer program for providing purchase incentives to customers is disclosed. Identifying information of a customer is received by a computer during a purchase transaction at a retail store (figure 1, items 101, 109). The computer determines a purchase incentive associated with the identifying information of the customer and based on purchase history information of the customer, the purchase incentive including a loyalty condition for increasing the customer's loyalty to the store and a reward to be provided to the customer (figure 2, item 205, figure 3, item 307). A printer coupled to the computer prints the purchase incentive. When the customer returns to the store to make another purchase transaction, the computer receives again the identifying information of the customer and determines whether the customer has met the loyalty condition. If the customer has met the loyalty condition, then the customer is rewarded. In alternative embodiments, all or a portion of the processing is performed by a host computer and/or a store computer coupled to the host computer.

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