



PALADIN
DATA CORPORATION
We Make Stores Run Better.

Fall 2012

Paladin Think **POSitive** Newsletter

IN THIS ISSUE:

ORGILL MARKET SHOW REPORT

UPCOMING EVENTS

DO LOYALTY PROGRAMS REALLY WORK?

DO IT BEST REWARDS

COMING SOON: ACE INSTANT SAVINGS

SEPTEMBER SPECIALS

QS/1 INTEGRATION

NPLEx UPDATE

CONNECT WITH PALADIN



ORGILL MARKET SHOW REPORT

Thanks to all those who stopped by Paladin's booth at the Orgill Market last month in Las Vegas. Our team enjoyed meeting you!

Tina Owen gave two free seminars on using a point-of-sale system to its full potential, including transaction times and efficient ordering as well as inventory, cash and customer management topics.

There was an overwhelming response at the show, and we're happy to welcome our new clients. We're thrilled you've chosen us to meet your POS needs, and we look forward to serving you.

See you at the Orgill show in Orlando next spring!



UPCOMING EVENTS

Jensen Marketplace 2012

September 12-14 | Spokane, Washington

Blish-Mize Fall Buying Market

September 21-22 | Overland Park, Kansas

True Value Fall Market 2012

September 21-23 | Salt Lake City, Utah

Do It Best Corp Fall Market

October 13-15 | Indianapolis, Indiana

NCPA Annual Convention

October 13-17 | San Diego, California

House-Hasson Fall Market

October 25-27 | Sevierville, Tennessee

ASHP Midyear Meeting & Exhibition

December 2-6 | Las Vegas, Nevada



DO LOYALTY PROGRAMS REALLY WORK?

We all know what they say about loyalty programs, but is it true? Does a promise of saving a few pennies actually inspire loyalty? Are they worth your investment?

According to Jose Alvarez, a senior lecturer at Harvard Business School, the answer is yes. Loyalty programs are incredibly effective for several reasons, including:

- **Advertising:** The key chain is constantly reminding the customer of your store.
- **Reciprocation:** It motivates your customers to invest in your company because you invested in them.
- **Convenience:** It provides you with a way to keep track of a new customer's past transactions.

Free Advertising!

Science has proven the more times you see something, the more present it is in your mind. In fact, we don't need to consciously be aware of a thing for it to affect us.

Derren Brown has studied the mind for over a decade, and has come up with a way to explain subconscious advertising. He is able to influence thought with subtle signs and images.

To test his theory, Brown took two marketers and drove them through the city to their destination where he told them to create a logo.

Beforehand, Brown made a logo that he predicted would be similar to the one the marketers would create. When the marketers finished, the logos were compared. They looked almost identical!

How did this happen? Brown had placed many images and symbols on the route to the office. When the marketers were taken to the building, they were exposed to subtle images and slogans that related to their project. They had no recollection of ever seeing them, but both marketers were affected nonetheless. Based on these

symbols and images, Brown was able to correctly predict the finished product.

What's the point? The key chain and card offered by a rewards program are walking advertisements. How many times do you look at your keys throughout the day? The customer is reminded of your store every time he uses his keys, whether he consciously acknowledges it or not.

Reciprocation Principle

Have you ever received a gift for Christmas from someone you weren't planning on giving a gift to? Our first reaction is generally to bolt to the store. Why can't we just accept the gift? Why do we feel like we have to give one in return?

The reciprocation principle states that people feel inclined to give when they receive something. Similarly, a rewards program lets you give to your customers, making them more inclined to spend money at your store.

Convenience

Paladin's Rich Rewards program makes managing customers quick and easy. By scanning a customer's rewards card, all of their past transactions can be viewed. Even if they don't have an account in Paladin, you still have a way to keep track of their purchases.

If a customer asks about the mulch they purchased last week, you can easily pull up the transaction using their rewards card. Rich Rewards makes it easier to please the customer. In the end, it's all about customer satisfaction.

It Works!

In a nutshell, it's a way to bring customers back. If your customers are saving money, they will continue shopping at your store. Rewards programs offer a way to give money back to the customer.





When a customer signs up to Paladin's Rich Rewards, they receive a coupon at the end of their receipt. It's a simple, quick way to hand over rewards and give the customer the option of redeeming them. Every time they scan their card, the purchase is recorded on their account for easy tracking.

The Rich Rewards program offers \$5, \$10, \$20, and \$50 coupons that can be used as payment on the customer's next purchase – if their receipt is redeemed. Every time the customer spends a designated amount, they get a "dollars-off" coupon in the amount you specify.

Rich Rewards offers a compelling reason to return to your store, and it is easy to use. All the customer has to do is use their key chain card to link their purchase to their rewards account.

In the end, it all comes down to the customer. Customer satisfaction makes or breaks your store. Rewards programs are one more way to keep your customers happy and coming back.

So, are rewards programs worth it?

Loyalty programs provide a way for customers to connect with your business – they are part of something. They will feel loyal to your store simply because your card is in their pocket. It's simple, but it works.

Paladin's signature rewards program, Rich Rewards, is an optional add-on feature available to all POS customers. The Ace Hardware or Do It Best rewards programs are also fully integrated into Paladin POS.

For more information on Paladin Rich Rewards, Ace Rewards, or Best Rewards from Do It Best Corp, contact your Paladin customer Support representative today.



► DO IT BEST REWARDS

Paladin POS now supports the Do It Best customer rewards program. The Best Rewards™ program allows Do It Best members to build loyalty with customers, driving sales and receiving valuable data about the buying habits of their shoppers. This data is essential for inventory management and effective use of your advertising dollars.

Contact your Paladin customer service representative today to have this feature enabled for your store.



► COMING SOON: ACE INSTANT SAVINGS

Ace Hardware's new Instant Savings program for Ace Rewards customers launches in January 2013. This program offers customers rebates at checkout, avoiding the hassle of mail-in and online rebates.



This change has obvious benefits for Ace Hardware customers, but stores will benefit as well. Retailers will no longer have to spend time dealing with issues and complaints arising from rebate redemption since everything happens at the point of sale.

Ace stores will need to be enrolled in the Ace Rewards program and subscribe to Ace Hardware's Dynamic Promotions. Ace has scheduled Paladin POS to be live in the last quarter of 2012 so you'll be ready for the January launch.



SEPTEMBER SPECIALS

We have two special offers on barcode scanners for the entire month of September! Visit the online store at paladinpos.com or call (800) 725-2346 for more information.



Save \$100 on the GBT4130
Bluetooth scanner
(\$499 with code **100OFF**)



Save \$60 on the GD4100
Corded USB scanner
(\$239 with code **60OFF**)

QS/1 INTEGRATION COMPLETE



Our integration of QS/1 Data System's Rx dispensing service has been completed along with extensive internal testing. Upon receiving final approval from QS/1 we will be able to offer full integration with your QS/1 pharmacy system. Anytime a dispensing barcode is

scanned using Paladin POS, we retrieve all pertinent data from QS/1 data files along with customer data to complete the transaction. After payment is received, Paladin POS automatically updates QS/1 data files to record the event for both systems.

Call your Paladin Customer Service representative to schedule installation of this powerful new feature for your store.

Microsoft
GOLD CERTIFIED
Partner

NPLEx UPDATE

Paladin POS has completed certification for NPLEx (National Precursor Log Exchange). It has been extensively field tested over the past few months and we are pleased to report that we are fully certified and ready to help you meet all federal requirements for participation in the program.

NPLEx is a national database that records the sale of any items considered to be precursors to methamphetamine production. When a customer purchases too many of these items, the pharmacist is alerted. Since the database is national, it helps prevent a meth producer from moving to another city or state to obtain more products.

We have carefully designed its integration into Paladin POS to maintain the fast and efficient checkout we're known for while staying fully compliant with NPLEx regulations. Contact your Paladin representative today to enable this feature and receive training on its use.

CONNECT WITH PALADIN

In order to serve you better and connect more consistently, we've expanded our online presence with various social media tools. If you use facebook, Twitter, Google+ or LinkedIn, we'd love to have you join us!

You can also check out our YouTube channel with videos from customers and Paladin staff. Go to paladinpos.com and click the links in the lower right corner, or simply click the links below to connect.



[the intelligent POS system]

WWW.PALADINPOS.COM

CALL 800.725.2346