



Loyalty program is a great tool for rewarding existing customers and attracting new ones. A loyalty card is designed to give recognition to customer. Information collected from the loyalty program also provides great value for marketing campaign.

NYRA supplies *NLoyalty*, a smart loyalty solution. *NLoyalty* is a flexible, inexpensive and offers complete solution for customer loyalty card system, which is modularly developed and can be extended at any time. This cutting edge technology enhances user friendliness, making loyalty program implementation easier.



### **Basic Functions**

- Support for multiple merchants
- Support magnetic card (with PIN) and smart card & contactless (without PIN)
- Perform online card transactions (rewards and redeem program)
- Reward balance checking
- Point calculation management (division, fixed, multiplication)
- Customization on receipt printing – as standard for validation proof
- Integrated POS connectivity and monitoring
- Online management systems for users, access security, and menu-profilers

### **High Integrity**

- High volume transaction buffer (depends on POS Memory)
- Embedded reporting

### **High Security**

- Card blacklisting
- Transaction amount limiting