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Increase Customer Loyalty with POS Solutions by RMS

Cultivating repeat business is the key to keeping a strong customer base and maintaining your competitive edge. Attract and reward customers with a program tailored for your store.

CEO: Brad Jones
Founded: 1998
Employees: 40+
Stock Symbol: Privately held
Toll Free Phone: (877) 767-1060
Phone: (360) 438-8276
Fax: (360) 438-8284
Address: 101 N. Capitol Way, Suite 200
 Olympia, WA 98501
Website: rm-solutions.com



Company Background

Retail Management Solutions is the industry leader in point-of-sale technology for retail and outpatient pharmacy. Specializing exclusively in pharmacy, RMS systems have become the industry standard. We have installed more POS systems in independent and institutional pharmacies than any other company.

Our systems make it easy for independent pharmacies to apply the latest technology to gain efficiency and flexibility, as well as provide a superior customer experience. Our POS solutions are scalable, ranging from small form-factor computers and all-in-one touch screen systems to EvolutionPOS™, the only mobile, handheld unit designed for pharmacy use.

A full suite of retail applications provides seamless store automation from your front end registers to customer relationship management, inventory control management and back office management.

Security and compliance are paramount, and our pharmacy proven solutions systems have built-in safeguards. Redundant storage, encrypted communications and certified payment mechanisms ensure protection and confidence.

You can count on us for prompt service in all 50 states, 24 hours a day, seven days a week. We are a privately held company, with employees throughout the country — pharmacy technology professionals with hundreds of years of combined experience.

Product Overview

Adding additional value to RMS' POS solutions, the RMS Customer Loyalty Module is a two-tiered solution designed to drive incremental business through your doors, by rewarding your frequent shoppers and driving repeat business. Best of all, the rewards tracking is handled automatically by your RMS POS system.

The Frequent Shopper Program gives your pharmacy the points-per-dollars spent program that is now standard in nearly all chain stores.

You can customize the name of your rewards program and issue colorful, branded, barcoded customer loyalty cards in credit card and keychain sizes.

Loyalty levels are completely customizable. You decide how many points each purchase is worth, when to reward the customer and what the reward amount will be. Customer's points and program status are automatically printed on your customer receipts.

The Advanced Gift with Purchase Program enhances your loyalty program, allowing special promotions and advanced couponing features.

You can easily tie rewards to specific promotions and proactively communicate rewards-earning opportunities to participating customers.



Features & Options

Frequent Shopper Program:

- Establish multiple rewards levels (e.g., gold, silver, bronze), with distinct benefits
- Redeem points at the register or by mailing gift certificates
- Tie bonus points to specific and higher margin products
- Carry the program across multiple stores

Advanced Gift with Purchase Program:

- Design and communicate promotional offers
- Print coupons at the register for future purchases
- Offer free gift or gift card with purchase

Key Customers

Client Base: More than 1,000 pharmacies rely on RMS systems

Additional Product Lines

- EvolutionPOS for Pharmacy
- Star-Plus
- Star-Lite
- Star-Link for Enterprise