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# Frequent Buyer Programs by CAM Commerce Solutions

Industry Leading Point of Sale Software for Over 28 Years by CAM Commerce Solutions

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**Founded:** 1983  
**Employees:** <200  
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## Company Background

CAM Commerce Solutions was founded in 1983 and develops, markets, installs and services highly integrated Point-of-Sale solutions for pharmacy retailers. These integrated solutions include: point-of-sale, electronic payment processing, inventory control, eCommerce shopping cart, gift card, customer loyalty, and extensive management reporting. We offer a wide variety of products and services that address the automation needs of the pharmacy industry.

At CAM, we know service and ongoing updates to the software are important considerations in the purchase of a software system. It is important to know that the company behind the product will be around to protect and enhance your investment. CAM has more than 100 employees dedicated to improving our products and serving our customers. We offer toll free phone support seven days a week, and ongoing program enhancements.

## Product Overview

Our software allows you to create various frequent buyer programs. When you create a program, you simply assign point values to dollar purchase amounts by department. If you have particular departments that don't generate as much gross profit as others, you can reduce the number of points a customer will receive when they make purchases in that department. The software will keep a running total of points by customer.

## Features and Options

### ■ Frequent Buyer Module

The frequent buyer module allows you to drive sales any time you need new business. With this built-in marketing machine, you can generate a special event for your most loyal customers easily.

#### Highlights

- Increase your brand awareness among your customers.
- It costs as much as 5 times more to find new customers than to keep a current customer. Give your customers another reason to keep coming back to you.
- Reward your most loyal customers. Give them something they want in return for their continued business.
- Target marketing efforts using your customer's purchases and purchasing patterns.
- Your competitors are rewarding their customers, you should also.

### ■ Gift Card Processing

We also offer Gift Card processing built into the software. This helps you increase sales and build brand awareness for your store through the use of customized gift cards.

#### Highlights

- Increase revenue with gift card sales
- Customized gift cards build brand awareness
- Gift Registry available in store or on your e-Commerce site

