



NCR Introduces Multichannel Loyalty Solution

May 11, 2010 at 7:36 AM EDT

New Solution Helps Retailers Extend the Reach of Loyalty Programs into the Store, Online and Through Mobile Devices

DULUTH, Ga., May 11, 2010 (BUSINESS WIRE) --NCR Corporation (NYSE: NCR) today announced the NCR Netkey Loyalty Kiosk, a loyalty and offer management solution that helps retailers extend the reach of frequent shopper programs quickly and consistently across channels, such as inside the store, online or via mobile devices.

The solution consists of a self-service kiosk combined with the NCR Netkey management software. It enables consumers to manage their frequent shopper program and access personalized offers and informational material. They have the option to print out materials, such as recipes and promotions, directly at the kiosk, transfer coupons to their loyalty card or have offers sent to their mobile device.

The NCR Netkey management software is the first to bring together in-store digital advertising and self-service kiosks under a single platform, enabling retailers to leverage rich multimedia content across digital signs and kiosks. For example, retailers could opt to use digital advertising to promote their frequent shopper program and then make it easy for shoppers to enroll at self-service kiosks.

"Kiosks provide an opportunity to implement promotional campaigns and targeted discounts for consumers -- 54 percent of the consumers we spoke with are interested in using in-store kiosks where they can download coupons when they walk in," said the independent research report 'Consumer Usage Of Kiosks And Self-Service Checkout Tools,' Forrester Research, Inc., December, 2009. The report continues, "In-store kiosks, when implemented correctly, can provide a seamless transition between the brick-and-mortar stores and the Web site," and, "In-store interactions with these technologies are an opportunity to track behavior across channels for a fuller view of the customer."

The NCR Netkey Loyalty Kiosk rapidly integrates with a retailer's existing loyalty or Customer Relationship Management (CRM) software, extending the functionality of existing business software and safeguarding technology investments. Retailers can also easily add new applications to the loyalty kiosk in order to provide additional self-service functionality, such as store maps, product finders and the ability to purchase gift cards.

"A new generation of consumers craves more personalization and control over when and how they interact with retailers," said Dusty Lutz, general manager of NCR Netkey digital signage and kiosk applications. "Consumers are willing to reward retailers that enable a seamless, converged channel experience across Web, store or mobile channels. Retailers are responding by evaluating technology solutions that help them interact with shoppers based on their individual preferences and location to create a more compelling shopping experience."

The new kiosk is one of NCR's c-tailing(TM) solutions, a set of software and services that enable retailers to offer consumers greater personalization and consistency across channels, such as the Internet, mobile devices, social media and in the store. These converged retailing solutions enable retailers to differentiate themselves, lower operating costs and attract today's empowered and elusive consumer. Additional information on the NCR c-tailing solutions can be found at: <http://www.ncr.com/c-tailing>.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, healthcare, hospitality, entertainment, gaming and public sector organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia.

NCR is a trademark of NCR Corporation in the United States and other countries.

SOURCE: NCR Corporation

NCR Corporation
Cameron Smith, 770-623-7998
cameron.smith@ncr.com