Preparing for a Loyalty System

There are a few considerations when setting up any Loyalty Program.:

What type of Loyalty Program do you want to use?

There are many options in PosBrowser, from Points-based systems to Discount Vouchers and much more! Click Here for a guide we have written to help you decide

Cards or No Cards?

Would you like to issue Loyalty Cards to your members? Cards have an advantage of being a regular reminder to your customers, every time they see the card in their wallet. It also makes it very easy to look up the customer by scanning the barcode on the card when they use their card.

You can also choose to use PosBrowser's "Loyalty Cash Sale" option to search for a customer manually when they come to the counter. You can look a customer up by Account Number, Name, Email Address or Mobile Phone Number.

Either by scanning or lookup, PosBrowser will apply all available points or discounts once the customer has been identified.

Creating Cards

If you decide to create cards, we recommend finding a commercial printer to print the cards for you, with the barcodes on the back ready to be scanned. The details that your printer needs to know are:

- Barcode Format – EAN-8
- First 2 Digits MUST be 21
- Next 5 Digits are a unique identifying number (usually starting at 00001). Each card should increment by 1
- Last Digit is a Check Digit

An example of the 24th VIP Card barcode would be

21000249

Points Based Systems

Implementing a Points Based System in PosBrowser is a very simple process. Firstly, we recommend that you work out exactly what you want to offer in terms of:

- $ amount for each point
- Number of points to give per $ for each dissection in your store

$ Amount for Each Point

A simple place to start here is to set each point to $0.01 (1 cent). This way, if you choose to give 10 points per dollar spent, it equates to 10%. This makes it easy for you to calculate. You can however set points to much less than 1 cent, to give the customer the impression that they are accruing a lot of points. For example you could set the $ value to $0.0001 and then 1000 points would be 10%.

Number of Points to Give Per $

This will depend on the average GP in each dissection. If you have set the $ amount for each point to $0.01 for example, to give 10% back to the customer in points, you would set that dissection to 10 points per $.

We recommend that you plan these details on paper before you begin configuring PosBrowser. This way, you will always have your plan to refer to when you want to make changes down the track.

If you would like more information or to discuss Loyalty in more detail, please email:

garthb@possolutions.com.au