



## NCR Silver™ Mobile POS Adds Loyalty and Rewards for Small Business

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*New release of POS system for iPad®, now with rich loyalty program, makes it easy for small merchants including restaurants and retailers to reward customers*

DULUTH, Ga.--(BUSINESS WIRE)--Mar. 5, 2014-- Small businesses can now easily create, run and manage reward programs with the release of [NCR Silver](#) iPad® point of sale (POS), with subscriptions starting at only \$59 per month. NCR Corporation (NYSE: NCR), the global leader in consumer transaction technologies, today announced the new loyalty component of its powerful mobile POS for small businesses.



Loyalty complements the existing automated email and social marketing functionality in NCR Silver making it even easier for cafés, shops, restaurants, boutiques, food trucks, and any small business to reward customers for repeat purchases. Loyalty fits seamlessly into the checkout process, automatically tracking rewards with each sale so customers see exactly what they have earned and eliminating the need for paper punch cards. Rewards and customer information reside on the NCR Silver POS system and merchants retain all the data rather than share it through a third-party loyalty application.

“Satisfying your best customers is critical to the success of every small business,” says Justin Hotard, general manager, NCR Silver. “We added loyalty to go along with email marketing, customer history, and reporting to make NCR Silver the perfect fit to grow any small business.”

Technology has changed how small businesses build loyal customer bases with digital alternatives to the old paper punch cards. Recently, MarketingProfs published ‘Surprising Facts about Customer Loyalty Marketing,’ reporting that if you structure your loyalty program effectively, you will see a lift in visits and revenue from your enrolled customers. The report also notes that over their lifetime, loyal customers spend 10 times more than new customers.

NCR Silver with loyalty now does more to help time-starved small business owners like Patrick Harkins.

“I send a personal note after every sale and people really respond to that,” said Harkins, owner of Jackson, MS-based, [Fondren Guitars](#). “When they come back, I look at their order histories to see their preferences and recommend just the right guitar or accessory. Now, my customers know they can trust

NCR Silver mobile POS adds loyalty and rewards for small business (Photo: Business Wire)

me and they come back, because at my store they have a better customer experience – which is the foundation of building loyal customers.”

Getting started with NCR Silver is easy. Simply visit the [website](#), or call 1-877-630-9711. NCR provides live, 7-day support and access to Silver Sidewalk™, a customer community portal with information and opportunities to connect with other members. NCR Silver runs in the cloud, uses consumer-friendly technology, and works on Apple® devices running the latest iOS.

### About NCR Corporation

[NCR Corporation](#) (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 485 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with approximately 29,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

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Sources:

[MarketingProf: Surprising Facts about Customer Loyalty Marketing](#)

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140305005272/en/>

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