

My Rich Rewards and Paladin POS

Encourage customer loyalty

Attract customers to your store and keep them coming back.

Does the promise of saving a few pennies actually inspire loyalty? Are loyalty programs worth your investment?

Absolutely! Loyalty programs help you advertise and give customers a reason to spend more at your store. The benefits of using a good loyalty program include retaining current customers and attracting new shoppers. Paladin makes it easy to include these advantages within your POS system.

“My Rich Rewards” offers the incentives to keep your customers coming back. It’s simple, and it works. Drive customers back to your store with a loyalty program.

Value

Loyalty programs are a way to bring customers back. When shoppers are offered a way to save money, they will come back. “My Rich Rewards” is a no-cost way to drive repeat customers and traffic to your stores.

“My Rich Rewards” is an easy to use loyalty program that is incorporated in your Paladin POS system. While most of us picture these rewards programs being used in large retail stores, it’s less common to find one in a family-owned pharmacy or lumber yard. Paladin has a solution for pharmacies, hardware and retail stores, and lumber yards who want to offer strong incentives to their customers.

To learn more about the psychological incentives of a loyalty program, [click here](#).

Features

When a customer signs up to your “My Rich Rewards” loyalty program they receive a coupon on their sales receipt. Every time they use their rewards number, the purchase is recorded on their account for easy tracking.



The “My Rich Rewards” program offers \$5, \$10, \$20, and \$50 coupons that can be applied to the customer’s next purchase if their receipt is redeemed. In order to receive the reward, the receipt must be brought back to the store.

The Minimum Margin control of “My Rich Rewards” allows lumber yards to automatically exclude low margin items.

Pharmacies with integrations like SuiteRX, PCCA Software or QS1 may now extend Rich Rewards benefits to prescription items.

To learn more about how “My Rich Rewards” works for your store, give us a call at 1-800-725-2346.

Features include:

- No management required! Set it, and forget it.
- Royalty-free rewards program included in your Paladin POS system
- Easy sign-up for your customers
- Optional key chains, fliers, and cards for advertising
- Custom branding

Benefits

Instant Availability

Start using “My Rich Rewards” the moment it’s activated. “My Rich Rewards” is ready whenever you are.

No Extra Costs

“My Rich Rewards” is a royalty-free program included with your monthly Paladin payment. The program features are available without additional licensing, and only a one time setup fee.

Our “point system” is automatic, you set the thresholds and we sustain them. “My Rich Rewards” provides the incentive to keep customers coming back with no out-of-pocket expenses for you. You control the amount customers receive with their coupons.

Optional products such as cards, application forms, and key chain cards may be purchased



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from the Paladin store, but are not required to strengthen your local brand. You have the option of using pre-packaged branding, or create your own. Paladin can assist with artwork and design in a per-case basis, starting as low as \$150.00. Contact us at 1-800-725-2346 and ask about “My Rich Rewards” branding to learn more.

Increase Your Sales

“My Rich Rewards” collects all the contact data needed to successfully market to your customers. The valuable contact information that you obtain can be used to bring customers back to your store.

By simply exporting your customer data from Paladin to the marketing program of your choice, you take control of marketing. You are not locked into a limited marketing program that doesn’t fit your needs! Use the program of your choice and increase your sales.

Customer satisfaction makes or breaks your store. Rich Rewards is another tool to keep your customer’s happy and coming back. Start simple. Rich Rewards is a program you can grow with. If this sounds simple, that’s good. That’s the whole point.

The Paladin Advantage:

- Start today
- Keep it simple
- Increase your sales

Call Paladin at 1-800-725-2346 or contact us here to get this valuable feature added to your store. We look forward to hearing from you.