



eReceipt from Esperus Systems

The Need for eReceipt

In today's competitive retail environment it is vital to look after loyal customers and be able to engage with them via email and social media. Retailers are constantly looking for effective ways to capture customer's email addresses to develop loyalty and encourage repeat purchases in store and on-line.

How it works

As part of our new Customer Relationship Management (CRM) module, we have developed eReceipt. At the Till, once the transaction has been completed, before a receipt is printed, the assistant is prompted to ask the customer for their email address. If the customer accepts, they receive an electronic receipt of their transaction via email as well as or instead of a paper receipt. If the Till has a second screen facing the customer, this allows them to quickly and easily verify the email address to ensure it is recorded correctly.

The screenshot shows a software interface for capturing customer information. It includes fields for 'Email Address' (pre-filled with 'info@esperus.com'), 'First Name' (pre-filled with 'Robert'), and 'Surname' (pre-filled with 'Brown'). There are buttons for 'Female' and 'Male' gender selection. A checkbox is checked with the text 'Ask if the customer agrees to receive promotional information'. Below the form is a large on-screen keyboard with letters, numbers, and special characters. At the bottom are 'OK' and 'Cancel' buttons.

Benefits to the customer

- Receipts are not lost
- Receipts are not forgotten when coming to the store to exchange goods
- Receipts remain legible over time
- For high value items the receipt acts as a guarantee
- Promotions and vouchers via the eReceipt

Benefits to the retail organisation

- Paperless, saves time, money and the environment
- Less clutter at the Till
- No more delays at the Till while printer rolls are being changed
- No more delays at the Tills when exchanging goods and the receipt has been lost
- Email address of customer is captured for the CRM database and future promotions
- Enhancing the brand via the eReceipt
- Social media is integrated into the eReceipt
- Directing the customer from the eReceipt back into the on-line store for further purchases
- Promotions and vouchers via the eReceipt to encourage repeat purchases in store and on-line

A LA MODE



RECEIPT AND ORDER CONFIRMATION
THANK YOU FOR SHOPPING WITH US

PICCADILLY
288 CHASE ROAD
SOUTHGATE, N14 6HF
0208 920 988

VAT No. 978 2022 05

Mrs La Mode
29 December 2014 12:31:51
Transaction No: 3397
Branch: SHP1
Till Id: 0001
Assistant: 1

Item	Description	StockRef	Colour	Size	Trans Type	Quantity	Price
00077240021042	H HUNTER CABLE WELLIE SOCKS	LHS086	GRNXX	M	S	1	£34.00
00067930035069	GW FAIRISLE SCARF	AC990	BRNTB	00	S	1	£29.00
00016820054058	COTTON CROPPED JACKET	LCA006	BLACK	12	S	1	£128.00

MASTERCARD £191.00

Total £191.00

Vat Analysis

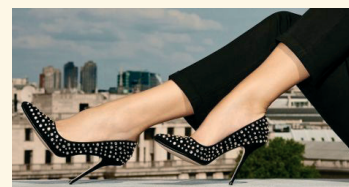
% Rate	Gross	Net	Vat
20.00	£191.00	£159.17	£31.83

Your 2 Year Guarantee has now been activated from the date of this receipt!

All Goods purchased from A La Mode can be exchanged or credit notes given if the goods are returned within 21 days of purchase. Goods must be returned with this proof of purchase and with all labels attached. This does not affect your statutory rights.



A LA MODE



WHEN YOU
SPEND OVER £50
IN A SINGLE
TRANSACTION

£5

OFF YOUR NEXT PURCHASE

REDEEM AT WWW.ALAMODE.CO.UK USING CODE 05JAN15
OR PRINT THIS VOUCHER AND USE IN STORE

PLEASE NOTE THIS VOUCHER CANNOT BE USED IN CONJUNCTION WITH ANY OTHER OFFER OR VOUCHER CODE.
YOU CAN ONLY USE ONE PROMOTIONAL VOUCHER. CODE VALID FOR 30 DAYS. PLEASE NOTE THE MINIMUM VALUE IS EXCLUSIVE OF POSTING AND PACKAGING.

ESPERUS

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