



# Introducing LetarisCare™

## DRIVE SALES GROWTH

- Reward card holders with special incentives.
- Bonus points for shopping on/off peak hours.

## BUILD PROFITS

- Offer and track pre-paid merchandise or services
- Generate extra revenue by giving your customers the chance to buy into your loyalty program.

## DIFFERENTIATE YOUR BUSINESS

- Each program offers unique value because you design the incentives.
- Create a rewards program that sets you apart from the competition.

## ENHANCE YOUR OVERALL MARKETING PLAN

- Make your rewards program an integral part of your overall marketing plan for maximum effectiveness.
- Drive customers to your website.

## Our Solution

LetarisCare is a proven way to help your business differentiate itself from the competition and create a more loyal and profitable customer base. The concept is simple: glue your customers to your business by making them “members” and giving them reasons to *want* to come back. What kind of program is right for you?

- **Electronic Coupons** – Better than printed coupons, electronic coupons are hassle-free for your customer and can’t be used against you by your competitors.
- **Points Accruals** – Allow customers to earn rewards points for visiting your business.
- **Frequency Rewards** – Provide customer with an incentive for purchasing a designated number of an item or for visiting a designated number of times.
- **Member Perks** – Create a unique experience for your most loyal customers.
- **Pre-paid Services** – Our card can act like a debit card specifically for your business.
- **Customer Communications** – LetarisCare can communicate with your customers automatically via E-mail or text messaging. Managers can also create their own targeted marketing lists for direct mail.

Normandy Group International prides itself in consistently delivering excellent service, but don’t believe us, here’s what one of our customers had to say.

*“The Normandy Group International exceeded all of our expectations during the installation process and continues to provide us with excellent service.”*



Normandy Group International can custom-design a program that is right for your business objectives and your clientele. We can even assist you with co-branding opportunities to further boost your Return on Investment.

The LetarisCare brand of customer loyalty rewards and retention solutions is offered exclusively by The Normandy Group International. Call us today for a free evaluation. For more information, visit us at [www.normandygroupinternational.com](http://www.normandygroupinternational.com).

## About Us

Normandy Group International is a provider of loyalty solutions and other services to wide variety of successful businesses across the U.S. and in Canada. Our programs are easy to understand, simple to use and provide an opportunity to earn an attractive return on investment through the creation of a more loyal and profitable customer base.



The Normandy Group International, LLC

3411 Office Park Dr., Suite 201  
Kettering, Ohio 45439  
Phone 937.424.2585  
Fax 937.424.2496

E-mail: [info@normandygroupinternational.com](mailto:info@normandygroupinternational.com)  
[www.normandygroupinternational.com](http://www.normandygroupinternational.com)

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