Features and Benefits

Loyalty Cards

Why should your business implement a Loyalty Program?



- Consumer spending is 46% higher with companies that offer loyalty card programs
- Companies can increase revenues by almost 50% by retaining 5% of their customers
- Loyalty Programs encourage existing customers to return more often and spend more money
- Loyalty Programs entice new customers to come back
- Customers feel appreciated when offered a reward for spending money at places they already visit
- Participation in Loyalty Programs is up 20% in the past two years
- Studies have shown that 60% of consumers say that a loyalty card program is important in their shopping decisions
- Consumers participating in a Loyalty Program are more likely to recommend your establishment to their friends
- Provides demographic information on consumers
- Acts as a “mini billboard” in your customers wallet
- Can be used in conjunction with a gift card program

Reward Cards

Customer loyalty programs generally fall into one of three categories:

Instant Reward - A reward is automatically given to cardholders when they reach a certain number of points, purchases, or visits.

Graduated Reward - A reward program that lets cardholders save points until they want to cash in. Receipts can be printed with usage to show the cardholder the number of points accrued.

Rebate Program - Rebate programs allow you to offer customers a cash rebate. You can set the rebate at fixed percentage, or you can set the percentage based on time of day or day of week.



Overview

Loyalty Card Programs

Loyalty card programs can improve your customer loyalty and increase your profits. It is more cost-effective to market to your current customers than it is to reach out to new ones. A customized loyalty program can help you not only retain your customers, but increase spending and frequency of visits as well. We can help you customize a program that will most benefit your customers.

We offer your business the means to create and implement an easily managed loyalty program. You can add customer data to a loyalty card number both at the point of sale terminal or the web. You will be able to market to your customers in a variety of ways, including customizable receipt messages to encourage return visits and increase spending. Our services allow you to send out messages via SMS and e-mail, allowing you to increase revenue on slow days or market to specific consumers for special events and promotions.



With our expertise in loyalty, we will be able to assist you every step-of-the way to create a program that is both profitable for your business and valuable to your customers.

Technology

Your program will be secure and reliable thanks to our advanced processing network. Great pains have been taken to ensure that your program is always up-and-running, from our geographically diverse, redundant data-centers, to our Tier-I facilities with power back-ups designed to operate even during the longest blackouts.

Real Time Transaction Reporting

Use our merchant administration portal to view gift and loyalty card transactions in real-time. Detailed transaction reports let you see a wide variety of customer information and habits. You can track usage data and customer behavior to determine the effectiveness of your loyalty programs.