LOYALTY SMART CARD

Acquiring new customers is the first step. Unfortunately, the majority of businesses stop right there.
If you don't take this opportunity to grab the customers   reward them and most importantly give them a reason to come back….it's like playing marketing roulette.

Think about the economics of Customer Loyalty. Whether a customer buys from you once or a hundred times – your initial marketing investment is the same. The only thing that changes over time is your Return on Investment! Every time that customer makes a purchase – your cost to acquire that customer goes down and your profits go up.

Loyalty Smart Card System is a:
• tool to understand customers
• tool to retain customers
• cost effective promotional vehicle
• symbol of a commitment to customers

Credit card type smart cards are issued to customers as loyalty cards. Customer information is supplied by retailers to Loyalty Logistix who create the cards and mail them to the customer.

- When a customer completes a transaction in a retail outlet the card is put into a card reader attached to a PC

- A desktop application is then used to read the card and connect to a central internet based server to retrieve information on the loyalty card program to which the card belongs

- Transactions to credit or debit the card are then carried out using the desktop application.

- The information is both written to the customer card and updated on the central server.

- The data collected on the central server is used to provide reports for loyalty scheme managers.

FEATURES

LOYALTY PROGRAMS: Loyalty programs are configurable to the individual requirements of the retailer.

This includes:

- Definition of benefits and points which can be added to cards
- Definition of events for which benefits can be accrued
- Start and end dates of schemes

RETAILER: Users in retailers perform transactions on customer cards. Retailer administrators maintain the retailer details and retailer users.