

# iVend Loyalty Fact Sheet

A points and reward application designed to significantly improve customer retention and develop long lasting loyalty.

iVend Loyalty allows retailers to reward customers for their loyalty in appropriate ways. It improves retention and enables the development of long lasting loyalty. This is done by using customer insights gained from the data to build the "offer" or offers that work best for customers. The offer in this sense is a tailored package of brands, products, pricing and services.

## Retailer Benefits of iVend Loyalty

- Makes your brand the destination of choice at the start of the customer's shopping experience or trip
- Builds traffic, conversion rates and transaction size and, done well, minimizes expensive returns
- Provides complete insight into customer behavior and buying patterns
- Provides customer knowledge that can be used across the business to optimize planning and retail operations
- Coupled with iVend eCommerce and its user polls capability, the more frequent and more valuable loyalty shoppers can provide insight into potential product designs and which ones should go into production
- Coupled with iVend Reporting and Analytics, customer data can be analyzed in detail to build meaningful customer segments and to develop programmes and services that maximize long term loyalty

## Customer Benefits of iVend Loyalty

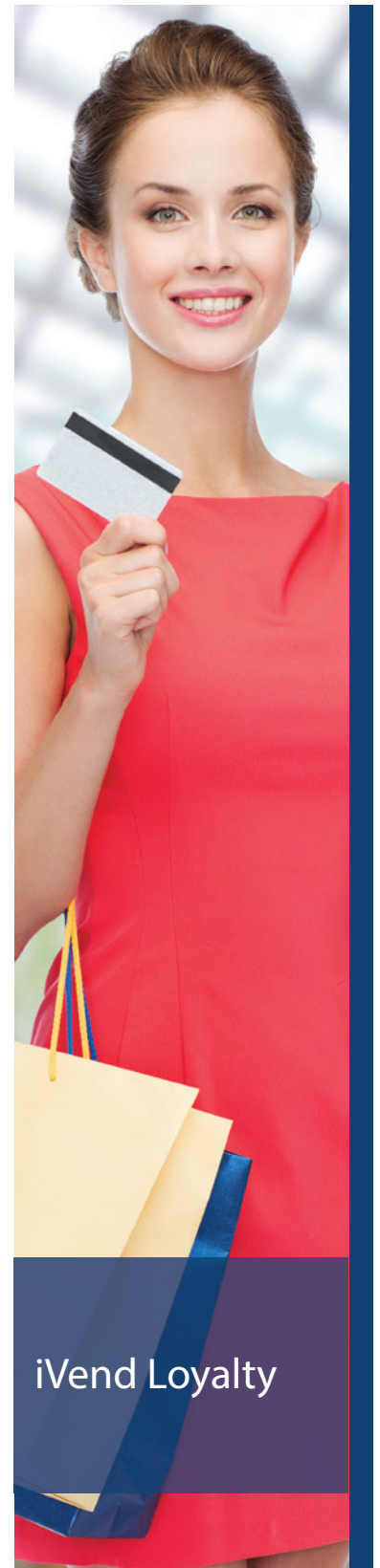
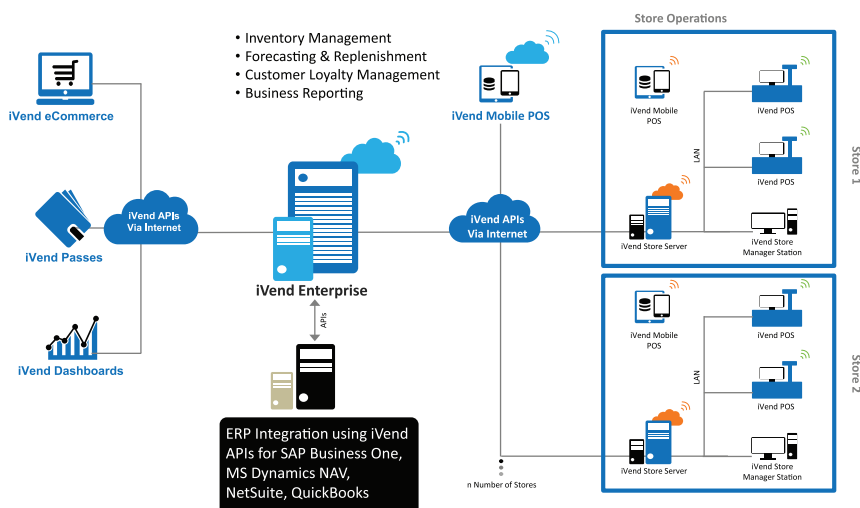
- A seamless shopping experience across all sales channels
- Rewards based on their personal shopping preference
- Personalized promotions and communications
- Enables suggestive selling in store based on their past purchases (used for example in stand-alone emails coupled with digital passes, in store at mobile POS or to the customer's smart phone, or online when making recommendations to iVend eCommerce shoppers)
- Promotion to higher reward levels or status as they spend more

## Product Highlights

iVend Loyalty is part of iVend Retail and integrates with any other retail application using tools provided with the solution. This means up-to-date customer information is available wherever it is valued based on customer activity in all channels.

## Deployment Options

iVend Loyalty can be deployed as a cloud service or as an in-house service. The entire operation is web-based and integrates via the Internet to iVend Enterprise. This enables transparency of data between iVend Loyalty and all other iVend modules as shown in the diagram.



## Key Differentiators

iVend Loyalty is a product for the way customers shop now across all channels. It allows retailers to engage with their customers in the way that suits them best. It is intuitive to set up and use and provides actionable reporting including the following features:

- Ability to set up and manage multiple loyalty programs which assign points or currency based on customer purchases or customer activities
- Allow loyalty points or incentives to expire according to user defined rules
- Managers can override expired points if desired
- Redeem loyalty points or currency against new purchases
- Customers can be informed about their rewards balance in the way that suits them best, e.g. email, text message, online
- Ability to define membership of group schemes, e.g. for all family members or to support a particular school or charity
- Individual plans can relate to specific products or promotions or exclude products (for example clearance items) or promotions

Each option offers a unique plan for adding revenue by getting repeat customers, increasing basket size and increasing deal value for the customer. Each loyalty plan can be configured for selected stores or channels, with bonuses on special days such as the customer's birthday, public holidays, festivals, etc. Plans can be configured to exclude items on discount, price override, promotion, layaway etc.

Many more combinations of criteria can be configured to achieve even more complex plans. Plans can be configured to accumulate rewards in hybrid mode, i.e. while one line item awards points, the other can award currency providing complete flexibility.

## Resilient Operation Modes

iVend Loyalty is by default configured to operate in a real time mode i.e. replication and consolidation of data across channels and headquarters happens in real time. However, when connectivity is not available it processes the transactions locally and then synchronizes them with the headquarters whenever the connectivity is restored.

## Product Features

### Loyalty Member Registration

iVend Loyalty offers flexible registration options that can be set at a global level. There are three methods of registering a customer.

### Membership Level Management

Any number of membership levels can be defined, e.g. Bronze, Silver and Gold. Members progress through levels depending on their spending. The retailer can define the minimum points or currency that a loyalty customer should accumulate to reach a particular loyalty level. It allows definition of a points-to-currency ratio i.e. how many points accumulated would equate to how many currency units. The application also allows you to define the percentage of points which can be redeemed at a particular level if you have any reason for this to be less than 100%. For example, Gold Members can redeem no more than 80% of their points.

### Reward Types

The administrator can globally define the type of incentive a loyalty customer can accumulate on each transaction. The reward type can be either set as "Points" or "Currency". These can later be redeemed by the customer in subsequent transactions.

### Loyalty Plan Management

iVend Loyalty offers a wide variety of options to define loyalty plans. They can be used as a tool to push sales of specific items or item groups by defining specific plans. Plans pertaining to transaction value can also be defined to increase sales.

### Group Membership

iVend Loyalty offers a group membership option that allows a retailer to combine more than one card together into a single card group. This feature is useful in scenarios where the loyalty points of individual family or group members can be combined to extend the benefits to a higher level of loyalty membership.

### Customer Notifications

iVend Loyalty sends notifications to customers on level achievements in the program, predefined events, special awards, etc. according to the rules of each program.

### iVend Loyalty Portal

iVend Loyalty Portal is a secure, web based portal, licenced separately, which allows retailers to easily:

- Manage cardholder accounts
- Update cardholder profiles
- Edit email templates
- Customize their registration page and publish it on the portal
- Provide customer access directly to their current card balance on their phone, tablet or PC
- Provide customer transaction history for them to review
- Provide customer access to update their contact information
- Customers can merge multiple loyalty cards into a single account
- Allow sales associates to see customers' status and reward totals at the point of sale (fixed and mobile).