



**iVend Loyalty is a points and reward application designed to significantly improve customer acquisition, engagement and retention to develop long lasting loyalty. This is done by using customer insights gained from the data to build the “offers” that work best for customers.**

The “offers” here is a tailored package of brands, products, pricing and services. iVend Loyalty allows retailers to reward customers for their loyalty in appropriate ways.



### Customer Benefits

- A seamless shopping experience across all sales channels
- Instant rewards based on their personal shopping preferences
- Personalized promotions and communications
- Suggestive selling based on their past purchases and browsing history
- Higher loyalty levels guarantee greater rewards and premium service

### Retailer Benefits

- Builds traffic, conversion rates, transaction size and brand advocates
- Responding to competition, win back churned customers and increase customer lifetime value
- Loyalty coupled with eCommerce can provide insight into planning merchandise intelligently
- Makes your brand the destination of choice at the start of the customer’s shopping experience or trip
- Coupled with iVend Reporting and Analytics, customer data can be analysed in detail to build meaningful customer segments and to develop programmes and services that maximize long term loyalty

### 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 comes prepackaged with iVend Enterprise and can be deployed as a cloud service or as an in-house service. This enables transparency of data between iVend Loyalty and all other iVend modules.

### 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 plans across subsidiaries 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



### 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.

Each loyalty plan can be configured across subsidiaries provided the subsidiaries have the same local currency. It can be done for the 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. To resolve conflicts arising out of multiple plans to award eligible points, a conflict resolution basis and method can be set up in the system.

## 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.

## 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)

## Loyalty Referral Program

Loyalty Referral Program helps to define referral bonus points whenever an existing loyalty customer facilitates creation of a new loyalty customer. This is typically used in a multi level marketing program. It will also be possible to award customers whenever they graduate to the next higher loyalty level.

A retailer can now define and award referral bonus points whenever an existing loyalty customer introduces a new loyalty customer. This is typically used in a multi-level marketing program. It is also possible to award points to customers whenever their referred customers graduate to the next threshold limit. New customers can be referred via the Customer Portal or from the POS or MC.

## Loyalty Product Catalogue

Retailers using iVend Loyalty and iVend eCommerce will be able to extend additional benefits to their customers by offering their loyalty customers a Product Catalogue on iVend eCommerce. The items mentioned in the product catalogue will be available to the loyalty customer for purchase by redeeming their loyalty points OR a combination of loyalty points and currency. To facilitate easy split of loyalty points and currency, a 'slider' will be provided that will help the customer decide how many loyalty points and how much currency will be required to purchase a particular item in the product catalogue.

## Standalone Loyalty

iVend loyalty can now work in a standalone mode. This would allow third party retail systems to use iVend Loyalty management system for managing their loyalty customers. Data exchange between third party retail systems and iVend Loyalty would be facilitated through robust iVend Loyalty APIs. Users can send the transaction information to iVend Loyalty for points accumulation and redemption using iVend Loyalty APIs.

iVend loyalty will then send the notifications to the loyalty customer using iVend Passes, SMS and Emails.

## Multiple Loyalty Programs

This feature helps to define multiple loyalty programs for an enterprise / subsidiary. In general, we can define multiple loyalty programs and have different setup for each loyalty program. With subsidiary following setups are possible:

- Each subsidiary in an enterprise can have a separate loyalty program
- One subsidiary can have more than one loyalty program
- Two or more subsidiaries can share the same loyalty program, if they have the same subsidiary currency