iVend Loyalty

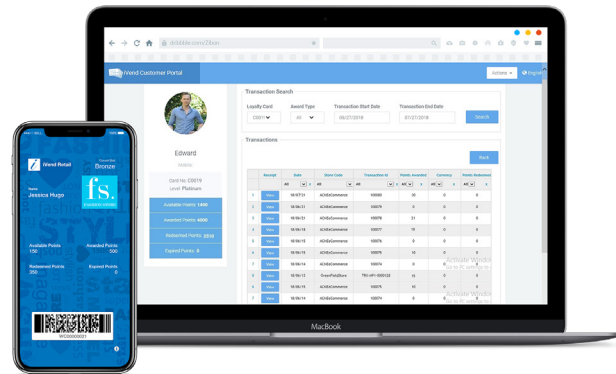**iVendRetail**

iVend Loyalty is a points and reward system designed to improve customer acquisition, engagement and retention to develop lasting brand loyalty.

Customer Benefits

- A seamless shopping experience across all sales channels

- Instant rewards based on shopper preferences

- Personalised promotions and communications

- Tiered loyalty levels for greater rewards and service at higher levels

- A customer loyalty portal to review and redeem rewards

- The option to provide more information in order to receive more targeted and personalised offers

True loyalty is based on a shoppers' lifetime value to your business – not the cost of a single transaction. iVend Loyalty is a points and reward program designed to keep your customers coming back.

Reward customers for the way they shop in all sales channels, in a way that builds long-term advocacy, with a variety of program structures designed to fit your retail business model.

Easily create multiple incentives across sales channels with iVend Loyalty and dramatically improve customer acquisition, engagement and retention to develop lasting brand loyalty.

iVend Cloud is a Software as a Service (SaaS) offering delivering the full capabilities of iVend Retail – including iVend Loyalty – via a hosted infrastructure with fully managed services.

iVend Retail complies fully with GDPR guidelines and configuration options to provide merchants with a solution that ensures complete protection and availability on request of precious customer data.

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 tier can be defined, e.g. Bronze, Silver or Gold. Members progress through levels depending on their spending. A retailer can define the minimum points or currency that a loyalty customer must accumulate to reach a particular loyalty tier. Points can be defined by the percentage of points which can be redeemed at a particular tier, if you have a reason for this to be less than 100%. For example, Gold Members can redeem no more than 80% of their points.

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Retailer Benefits

- Build traffic, conversion rates, transaction size and brand advocates

- Respond to competition, win back churned customers and increase customer lifetime value

- Compatible with iVend for Magento integration

- Make your brand a destination of choice at the start of the customer shopping experience

- Pair with iVend Reporting and Analytics to analyse customer data and build meaningful customer segments

- Develop flexible loyalty programs configured around customers and product groups

- Capture customer data from all channels and leverage insights to drive long-term and lifetime customer

Product Highlights

Deployment Options

iVend Loyalty is part of the iVend Retail solution suite and integrates with other suite applications enabling transparency of data between iVend Loyalty and other suite applications. This means up-to-date customer information is available wherever it is valued based on aggregate customer activity from all sales channels.

Key Differentiators

iVend Loyalty allows retailers to engage with their customers in the way that suits them best with flexible loyalty schemes. Programs are intuitive to set up and provide actionable reporting, including the following features:

- Define and manage multiple loyalty schemes across subsidiaries

- Assign points or currency based on customer purchases or activities

- Allow loyalty points or incentives to expire according to user defined rules

- Managers can override expired points, as desired

- Redeem loyalty points or currency against new purchases

- Inform customers about their rewards balance in the way that suits them best, e.g. email, text message, online customer loyalty portal

- Define membership of group schemes, e.g. for family members or to support a particular charity

- Individual plans can relate to specific products or promotions or exclude products such as clearance items or promotions currency ratio

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 variety of methods to define loyalty plans. 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. Plan for selected stores or channels, with bonuses on special days such as a customer's birthday, public holidays or festivals. Plans can be configured to exclude items on discount, price override, promotion or layaway. Additional 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.

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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 lost transactions are processed locally and later synchronises the headquarters when 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 Customer Loyalty Portal

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

- Manage cardholder accounts
- Update cardholder profiles
- Edit email templates
- Customise their registration page and publish it on the portal
- Provide customer access directly to their current card balance on their phone, tablet or any browser
- Provide customer transaction history for review
- Provide customer access to update contact information
- Customers can merge multiple loyalty cards into a single account
- Allow sales associates to see a customer's status and reward totals at POS

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Loyalty Referral Program

A Loyalty Referral Program helps to define referral bonus points when an existing loyalty customer refers a new loyalty customer. This is typically used in a multi-level marketing program (MLM).

iVend Loyalty provides this ability to award customers as they move to the next higher loyalty level and now define and award referral bonus points when an existing loyalty customer introduces a new loyalty customer. It is also possible to award points to customers whenever their referred customers move up to the next threshold limit. New customers can be referred via the Customer Portal or from the POS or iVend Store.

Multiple Loyalty Programs

Define multiple loyalty programs for an enterprise or a subsidiary and define set up preferences such as:

- 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