

 Priority

# Customer Loyalty Management

Elevate your business with a powerful customer loyalty solution

Customer loyalty management is pivotal in cultivating enduring customer relationships, benefiting businesses in numerous ways. Through the implementation of robust loyalty programs, businesses can enhance customer retention, resulting in increased lifetime value and improved profitability. Businesses turn to Retail Management Systems (RMS) to effectively manage and optimize these programs. These systems offer a centralized platform for seamlessly integrating and overseeing various elements of loyalty programs, such as customer data, rewards, points, transactions, and analytics.

Priority's Customer Loyalty Management module allows you to create and manage multiple customized loyalty programs. This empowers you to offer enticing rewards, discounts, and exclusive incentives, attracting new customers while retaining existing ones. By leveraging this module, you can elevate your brand, foster long-lasting customer loyalty, execute comprehensive omnichannel loyalty campaigns, and generate a steady revenue stream for your business.

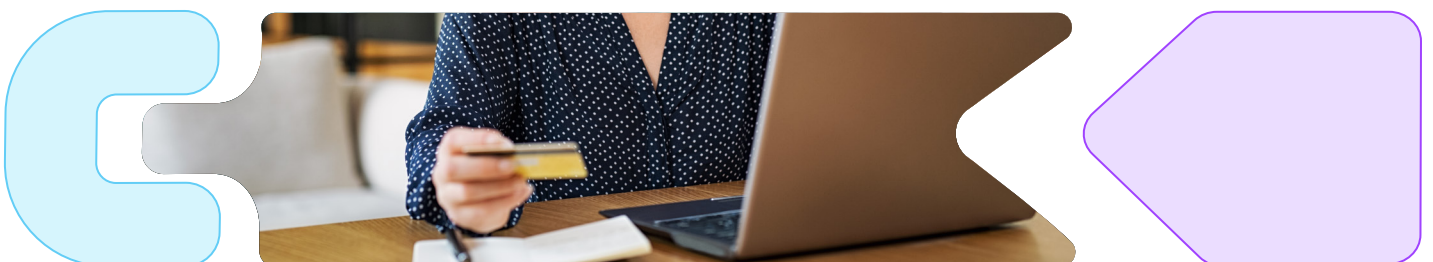


# Benefits

- **Boost Customer Loyalty, Increase Revenue**
- **Boost customer spending** - loyal customers spend an average of 67% more than new customers
- **Achieve higher conversion rates** - returning customers convert at a rate of 60-70% compared to the 5-20% conversion rate for new customers
- **Maximize Customer Lifetime Value** - sustain consistent growth in recurring purchases
- **Strengthen your brand** - increase customer retention
- **Incentivize frequent customer interaction** - attract new customers via interaction with your brand
- **Amplify brand promotion** - satisfied customers will promote their positive experiences with your brand
- **Create customized loyalty programs** - entice customer participation
- **Motivate customers to spend more** - implement rewards and benefits that motivate customers to meet qualification criteria and earn enticing rewards.
- **Offer your customers a complete and consistent omni-channel shopping experience**
- **Enhance customer experience** - go beyond products and services
- **Establish a strong customer foundation** - provide your brand with a unique opportunity to nurture and cultivate long-term relationships while reaping significant benefits
- **Incorporate inventive omni-channel models** - integrating innovative omni-channel models, such as BOPIS (Buy online, pick up in-store) and BORIS (Buy online, return in-store), to accommodate customers' preferred methods of purchasing and receiving goods

# Key Features

- ▶ A powerful loyalty platform for businesses of any size
- ▶ Cross-channel, cross-brand, cross-vertical incentives
- ▶ Targeted campaigns via advanced customer segmentation
- ▶ Unlimited number of loyalty plans
- ▶ Multiple loyalty programs to a customer
- ▶ Various reward options (cash back, gift cards, personalized coupons, and more)
- ▶ Rule-based loyalty points gaining and redeeming mechanism
- ▶ Personalized coupons
- ▶ Rule-based customer segmentation based on customer's shopping preferences
- ▶ Business reports
- ▶ Digital customer registration



# Customer Loyalty Management Base and Advanced Modules

The Customer Loyalty Management base module empowers retailers to effortlessly create and oversee loyalty programs and membership clubs. It provides the ability to easily enroll and manage customers within these programs, granting them exclusive access to discounts and special offers reserved for members.

The Advanced Loyalty Management module goes beyond the basics by introducing customer asset management, allowing for segmentation based on sets of rules. This module offers three types of customer assets, enabling a more comprehensive understanding of customer behavior and preferences.

- ▶ Segmentation based on purchase history, special events (e.g., plan enrollment, birthdays), and personal information (e.g., address)
- ▶ Loyalty points (purchase volume or special events)
- ▶ The Personal Coupons feature allows for the creation of exclusive coupons that are tied to specific customers, ensuring that only those customers can redeem them



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