

LOYALTY PRODUCT SHEET



LOYALTY

PACKAGED PROGRAMS

ONLINE

REWARDS TYPE

MANAGEMENT

ENGAGE WITH CUTOMERS WHEREVER THEY ARE.





PACKAGED PROGRAMS

SPEND BASED PROGRAMS

Start identifying and segmenting your customer base by tracking and then rewarding them based on their spend with you. Deliver real-time points rewards at the time of purchase from any of your sales channels. Use our Member Tiers to provide unique privileged rewards to your most valued customers, while using targeted incentives to encouraged casual customers to be more loyal.

PACKAGED PROGRAMS

FREQUENCY PROGRAM

Often in fast paced, lower margin businesses, the most important information on the customer is if they keep coming every day. Not long ago the most cost effective solution for this was thought to be the paper punch card, however as businesses grew, so did the fraud. On the Givex Platform the possibility of fraud is reduced. Data is generated with a unique algorithm that ties the card number to a specific merchant and confirms validity. Rewards are also given and redeemed in real time making the experience for both the merchant and the customer fast and simple.





ONLINE

INTERACTIVE LOYALTY WEBSITE - CUSTOMER WEB SUITE 3.0

With 3.0 the design and management is all taken care of by Givex. Have your loyalty website up and running during the same implementation time as one of our packaged loyalty programs. You provide us your brand colors, logo and images, and we do the rest.

Increase program participation with this central website for customers to enroll in your program, check their account balances/progress to the next reward level, view available rewards and even redeem rewards. Make it convenient for customers to use the program, increasing their spending and visits, while reducing your own administrative workload.

-Online enrollment: Allow customers to register online at their convenience. The online form can be customized to collect the demographic, contact and survey data you desire.

- Email Address Verification: After enrolling, the system can send a verification email to the customer's email address. The customer clicks on a link in the email to confirm the accuracy of their email address, improving the usefulness of your database.

- Loyalty Balance Check: Customers are more likely to make a purchase if they see how close they are to the next reward level.

- Reward Redemption: Customers can view the rewards they qualify for and redeem them using points. Givex manages fulfillment.

REWARDS TYPE

POINTS + PROMO CODE

Give rewards that connect with your objectives. Set up rewards for referring customers, according to store groups, number of visits, day of the week or even time of the day. We have a variety of reward types that align with your business objectives.

POINTS CONVERSION TO LOCAL CURRENCY

One of our more popular reward types is the ability to either automatically convert earned points into local currency once a certain threshold is reached or driving loyal customers to your loyalty management website where they can convert the points themselves. This method is preferred for businesses that do not have time to maintain a reward redemption site.

CHARITY BASED

With our platform you can give customers the option of donating a portion or all of their rewards towards a charity of choice. Showcase your brand's caring side and appeal to increasingly altruistic consumers.





REWARDS TYPE

ACTION BASED

Sometimes actions are more important than anything else. For instance providing rewards for joining one of your social media campaigns, or visiting your new location, Our platform allows you to set rules not just on spend, but can tie into actions you are trying to promote to your loyal customer base.

LUCKY WINNER REWARDS

Want to keep you program fresh and your loyalty members excited? Lucky winner rewards allow you to do just that, by providing selected rewards to a random or defined segment of loyalty program members in real time at the POS or online. Advertise these campaigns with a limited time availability and track the success of this rewards type in real time from your online reporting portal.

MANAGEMENT

REPORTING: GIVEX PORTAL

Givex has over 400 reports on gift and loyalty programs, included as part of our standard solution. Accessible via our administrative portal, these reports cover every aspect of your program's performance. Reports contain real-time data so you have up-to-the-second information. Generate reports 24/7 or set them to generate automatically on a pre-set schedule and be delivered to a secure ftp or email address. Customize permission settings so each member of your organization will only have access to the data they should have. Choose from multiple file formats and many options when generating reports, such as date range, currency, merchant and more.





MANAGEMENT

ADMIN: 300+ PERMISSIONS

Our intelligent portal is set up to keep your loyalty program data secure and confidential. With over 300 permissions, your employees only have access to information relating to their specific job function, you don't have to worry about sensitive data getting into the wrong hands.

ANALYTICS

Through our real time reporting portal you are able to extract information regarding your loyalty program to understand specific areas of interest. With our analytics engine you can now begin to mix information to explore trends, predict performance and create prescriptive actions to improve the impact of your program with each customer segment.

MANAGEMENT

CUSTOMER SEGMENTATION

This crucial yet often changing process of customer segmentation is the key to any loyalty program. Using the trusted parameters of a customer's recency, frequency and monetary value to your business continue to be the most utilized way to understand your customer base. Once you have your customer base segmented you are then able to communicate, engage and reward each customer in a more relevant and targeted way.

MEMBER TIERS

Once you have the data or even the parameters for the types of loyal customers who want to target and communicate to separately, it's time to create your Tiers. These tiers allow your customers to automatically earn something extra once they qualify, giving them a goal to reach and keeping your loyalty program interesting.



CONTACT US

Canada

+1 877 478 7733

USA

+1 877 478 7733

EMEA

+44 (0) 20 8865 3015

Australia

1300 662 523

Brazil

+55 11 3443 7783

Hong Kong

+852 2866 9668

China

+86 755 83038498

CUSTOMIZABLE TOOLS FOR
CUSTOMER ENGAGEMENT



MARKS THE SPOT

To learn more about all the tools available,
please visit givex.com.

▼ Givex Data Center
● Givex Office

© Givex Corporation. All rights reserved.

Packaged Programs

Online

Rewards Type

Management

givex.com