

> LOYALTY ENGINE

INSPIRE LIFETIME CUSTOMER LOYALTY



EASY SIGN-UP & INCENTIVES

Add new members quickly and with as much or as little information as you want. New members can be added in transaction flow at the POS, during special events with QuickLink, from your website, Facebook and other social media sites, or from phones and tablets. Real-time loyalty means you can offer instant bonus points, loyalty dollars, or coupon incentives for joining or coming back soon.

SIMPLE MIGRATION & LAUNCH

Transition from a prior loyalty system quickly, and get started right away with out-of-the-box programs, or set custom loyalty rules to reward your members instantly.

TAILORED LOYALTY OPTIONS

Customer loyalty is multi-faceted, and your business needs are unique. We understand that when it comes to loyalty programs, you need flexible options.

The bLoyal system provides rich technology that enhances lifetime customer value at every touchpoint. Our robust loyalty engine offers turn-key solutions to get your program up and running quickly, and endless configuration options with bLoyal Snippets - to create campaigns that are as unique as your business.

PROGRAM TYPES

- > Points programs
- > Dollar programs
- > Dividend programs
- > Flexible discounts
- > Program tiers
- > Trackable eCoupons
- > Electronic punchcards
- > Frequent buyer programs
- > Specific product rewards
- > Buy-one-get-one promos
- > Mix-n-match offers
- > Sale pricing by product
- > Volume discounts
- > Program product exclusions
- > Schedule program dates
- > Redeem points to gift cards
- > Target interest groups
- > Subscription order programs
- > Specialized segmentations
- > Social campaign conversions
- > and much more