



Loyalty Module

Dedicated loyalty programs are key to improving customer lifetime value and retention. Whether you're catering to their buying preferences, rewarding repeat customers, or uncovering better ways to conduct promotions, loyalty programs offer your business a wealth of information about your customers and their buying habits. Analyzing data collected from your loyalty management system lets you offer more personalized experiences, rewards, and product offerings.

Key Benefits

By analyzing the valuable customer behavior data stored in your loyalty management system alongside your POS transactions, you can uncover numerous opportunities to improve profitability.

Identify Promotion Opportunities

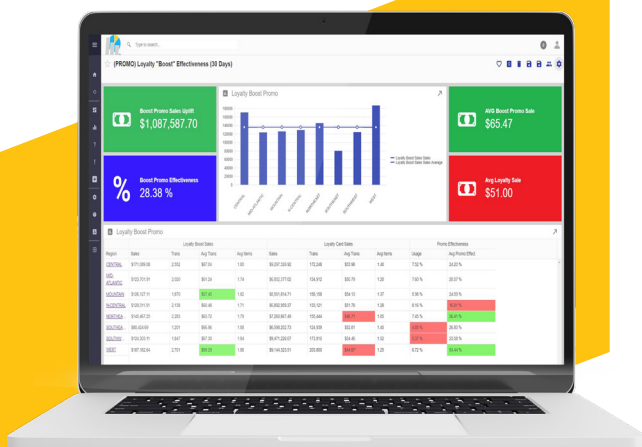
Use your loyalty data to uncover opportunities for product or service promotions. Analyzing the data from your loyalty program customers is like getting free market research. By comparing under performing products alongside purchases from your loyalty program members, you can quickly determine where to launch your next big sale, discount, coupon, or rewards program.

Evaluate Strategies

Measure the usage or under-use of your loyalty programs. Underused programs mean you're missing out on revenue opportunities. Determine if your programs are driving increased basket size or traffic and re-evaluate your plan of action.

Identify Fraud and Abuse

Protect your program by quickly identifying account takeovers or program manipulation. You want your loyalty program to remain valuable and profitable. Find out if customers are abusing the program by returning items just to get reward points. Don't let loyalty program fraud go undetected, as it could be costing your company thousands.





Requirements

The Loyalty Module from Agilence requires POS data (TLOG), HR Master, and Store Master data as prerequisites. The module will also require Customer (Loyalty) Master data.

Understand Loyalty & the Omnichannel

Your customers are shopping and ordering online and in your brick and mortar locations. Understanding where and when your loyalty customers are shopping for specific items helps to ensure you're prepared to meet their needs, no matter if they're online or offline.

Find Upsell Opportunities & Measure Success

Understand what and where your loyalty customers are purchasing so you can develop strategies for upselling and cross selling. Knowing which products are frequently purchased or preferred, whether in your stores, restaurants, or online, you can better strategize on how to advertise, display, and cross promote.

Encourage Adoption and Referrals

Loyalty programs are only valuable when they're used. Identifying which stores, restaurants, or geographic regions have lagging membership or program use lets you determine where to ramp up adoption and usage efforts through marketing, customer referrals, or employee sign-up incentives.

