

## **LOYALTY - Card Program Builds Customer Base and Sales**

You've probably seen them in stores, displayed attractively near the cash registers: **Loyalty cards**.

**Loyalty cards are a business tool** that used to be available only to large retailers. Now any merchant can **take advantage of this marketing tool to build sales** by increasing customer loyalty.

**Loyalty results in repeat visits, and repeat visits mean additional sales.** The big question is, "How can I keep my customers coming back?"

The easy, inexpensive, modern answer is "**Loyalty cards from Nationwide Payment Solutions.**"

Reward your customers by issuing loyalty points when they visit your establishment and make a purchase. In fact, you can award points whenever you like. If you want to award five points to any customer wearing red shoes, go ahead! Then just wait for their friends to start coming into your store with red shoes.

**Use any scheme to get people into your store!** You decide how points are earned and how much they will "cost" you. **You control it all.**

### **How Do Loyalty Cards Work?**

When customers accumulate enough points on a Loyalty card, they can redeem some or all of those points when making a purchase. You can define three tiers of Loyalty rewards and the number of points for each tier. You can also design the three lines of text that appear on your Loyalty receipts, specifying different text for each level of points earned.

Points can have an abstract value, or you could decide to make \$1 equal 1 point.

**It's entirely up to you!**

For example:

- Tier 0: A new Loyalty card with no points earned.
- Tier 1: When a customer earns 10 points, they can redeem a Tier 1 Award. The message for receipts with 1 to 9 points might be "You can trade in 10 points for a free car wash! Or let your points accumulate for better prizes."
- Tier 2: When a customer earns 20 points, they can redeem a Tier 2 Award. The message for receipts with 10 to 19 points might be "You can trade in 20 points for a free wash & wax! Or let your points accumulate for better prizes."
- Tier 3: When a customer earns 30 points, they can redeem a Tier 3 Award. The message for receipts with 20 to 29 points might be "You can trade in 30 points for a \$10 discount on our deluxe detailing!"

Each time you add points to a customer's Loyalty card, the terminal prints a receipt showing the new number of points on the card and the tier achieved, if any. It is up to you and the customer to decide whether to redeem the points for an award or keep accumulating more points. The terminal message **EXCEEDS MAX AMOUNT** appears if the sale exceeds the point balance on the card.

### **What Will it Cost Me?**

**Call NPS at 877-290-1975 ext 5211** to find out. Pricing varies with quantity and the nature of the artwork and design of your cards.