



# 10 Ways

## Loyalty Programs Can Improve your Business

The benefits of a loyalty & gift card program are far reaching. Here are just a few.

### 1 Retain Customers

A no brainer. If you can offer your current customers extra incentive to continue buying a product or service from you, you'll have a hard time losing them to your competitors.



### 2

#### Acquire New Customers

As you probably know, the competitive marketplace can get pretty fierce. Customers have a lot of options out there and are always looking for a perk to sway them one way or another. Your loyalty program can be that perk to bring in new faces.

### 3

#### Move Customers Up from Tier to Tier

A good customer can always become a great customer. Have that regular visitor who's in at every lunch hour? Offering double points between 8-10 am suddenly turned 1 loyal customer into 2.

### 4

#### Recover Orphan Customers

It costs more to acquire new customers than to keep the ones you have happy. What better way to keep the customers who you haven't heard from in a while happy than with a 'We've Missed You' campaign tied to your loyalty program?

### 5

#### Create Advocates

Word of mouth is the most effective form of advertising. Positive experiences encourage shoppers to share said experiences. Loyalty programs can give customers those warm and fuzzies every time they earn by shopping with you. Warm and fuzzies = sharable experiences.



# 6

## Target Your Best Customers

We all appreciate a little recognition. Same goes for your best customers. A loyalty program makes it possible to accurately identify who those customers are so you can return a little of the love they've been sending you so much of.

# 7

## Build Relationships

By providing a better understanding of your customer base, the groundwork of a solid relationship is half finished. Now that you better know your customers, make sure they get to know you and presto: a match made in heaven.



# 8

## Respond to Competitive Challenges

Loyalty programs offer you the flexibility to quickly respond to competitive challenges, whether they be a competitor opening up across the street or an online merchant entering your space. Rewards promotions can reduce your defection rate and effectively handle any competitive threats.

# 9

## Select Product Lines Effectively

Another bonus that the data provided by loyalty programs provides is foresight – the foresight to precisely predict customer buying habits. You can make sure your shelves are stocked with all of your customers' favourites.

# 10

## Reduce Promotional and Advertising Costs

Advertising ROI is often times hard to track. You know what isn't hard to track? The effectiveness of a loyalty program. Another tool such programs adds to your arsenal is the ability to offer the right customer the right offer at the right time.

## Why Ackroo?

### Gift card and loyalty in one

Ackroo combines the convenience of a gift card and the customer retention power of a loyalty program in one easy-to-use card.

### The power of promo

Drive immediate and measurable customer purchasing action through time-based offers and promotions applied directly to your customers' loyalty card.

### Your success is our success

We at Ackroo have a vested interest in your success. Our performance-based pricing ensures we only benefit when you do.

### Fits your business

Ackroo works with your existing business processes and credit card terminals – ensuring your loyalty program is simple and easy to use for both you and your customers.

### We're here for you every step of the way

Ackroo provides guidance, coaching and 24-hour support to ensure your loyalty program is a success.