

CASH-BACK LOYALTY: A THING OF BEAUTY

An  Ackroo customer success story

6 years using Ackroo loyalty

\$82k loyalty redeemed

88% Loyalty txn increase since 2020

Company Description

Espace Skins Montréal is a medical aesthetics clinic offering various treatments and services, as well as a selection of the best cosmeceuticals, skin care and beauty products and accessories.

espace
skins
MONTRÉAL

THE CHALLENGE

The clinic was looking for a reliable, consistent way to give back to their returning customers. Clients that invested their time and money monthly for hair removal and regular facials tended to spend a lot of money at the clinic, and

while Espace Skins occasionally offers promotions, they wanted to differentiate their clinic by thanking loyal customers regularly, for each expensive visit.

What better solution than a loyalty program, free to join and with dependable benefits?

“ We wanted a way to give back to our returning clients, while staying true to our clinic’s style and values.



Eve Hudon, Owner



HEADQUARTERS
Montréal, QC



INDUSTRY
Retail



FOUNDED
2008



Locations
1

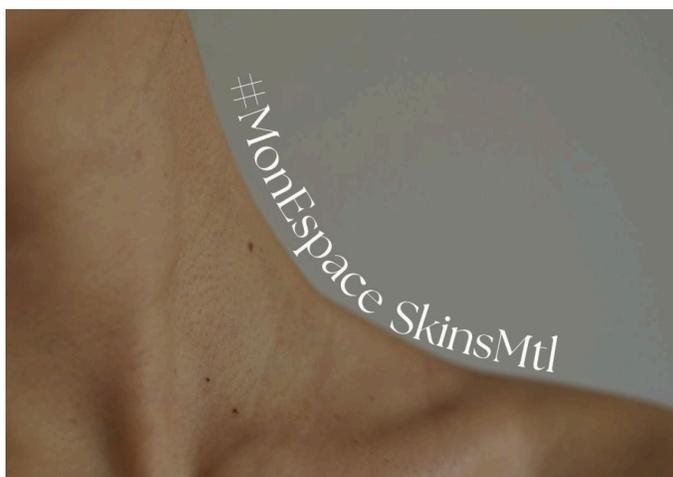


Website
skinsmontreal.com



EMPLOYEES
9





KEY GOALS

- Reward regularly returning customers
- Show rewards in a clear, exciting way
- Offer convenience & ease for users
- Align with a provider who offers customization capability so the clinic could show off their personality & style!

THE SOLUTION

Discovery: Espace Skins were drawn to Ackroo's cash back rewards program offering, as opposed to a points system. This way, customers clearly understand how much they have to spend, and are more excited and ready to redeem! It was a huge positive and made choosing Ackroo a no-brainer.

Implementation: Espace Skins decided to offer 5% cash back on every service and purchase, while limiting redemption to services only. As a retail business whose nature often results in a large bill, 5% can be a significant reward!

Setting up the program was notably easy. Clients were excited to sign up, and have especially appreciated the recent addition of a **branded mobile app**, which allows the convenience of hosting their card and makes redemption even easier.



THE IMPACT

- Clients adore the program. They always have positive feedback, and are so happy and thankful to get money back on what they spend. Usage rates have been excellent. **Customer satisfaction is at an all-time high!**
- Espace Skins' program is fully digital! The **mobile app** has become the only way to sign up for rewards. Therefore, customers can enjoy easy balance checking and convenient earning. For those who download the app later, the clinic **honours their accumulated cash** and backdates their rewards.
- The clinic doesn't feel the need to run many promotions throughout the year, because the loyalty program gives back a lot!

“ [The app] increases loyalty & allows customers in one click to subscribe & use their rebate at any time. The program is easy to use & we are very satisfied.



Eve Hudon, Owner



Avg. Spend on Loyalty-Earning Visits by Members

\$220.20

vs Non-Members: \$152.10; 44.7% more

Average Redemption

\$188.91

Registration Increase Post Mobile App Addition

92%

2021 Net Loyalty Earnings

\$21,783.68

Rewards members **visit 757% more** than non-rewards visitors, and **spend 33% more** on average!

IT'S EASY TO GET STARTED

Get in touch for a loyalty demo today.

[CONTACT US](#)

