



Loyalty

# Loyalty Programs

ES Loyalty enables rapid implementation of fully-featured, highly scalable, flexible and secure omni-channel loyalty programs.

## In Market Success



Average increase in spend over customer lifetime



More profitable customers



Greater per transaction spend

When comparing loyalty customers to non-loyalty customers



## Key Capabilities



Points Management



Partner Integration



Member Management



Data Collection, Access & Transfer



Reporting & Analytics Dashboards



Rewards Management



Website Development and Hosting



Tiers



Gamification and Badging



ES Loyalty Boost Smart Offers

## Our Process

**1** Assess data inputs & points of integration

- ▶ Assess all of the key points of integration with ES Loyalty. Integration via standard, flexible API or variety of other business options based upon needs.

**2** Configure business rules

- ▶ Configure ES Loyalty with base earning and redemption rules, then turbocharge the program with ES Loyalty Boost Smart Offers.

**3** Enhance Member experience

- ▶ Configure and integrate into all channels to engage with the member.

**Flexible pricing options. Typically base monthly fee + performance based pricing tied to delivering incremental revenue and profit for your business.**