



# Valutec®



## LOYALTY PLUS PACKAGE

### The height of loyalty marketing management

The smartest solution is not always a one-size-fits-all approach. Valutec gives companies of all sizes the tools to grow. The Valutec platform enables you to choose the package that's right for you today and grow with you as your business grows.

The premium Loyalty Plus package provides the advanced tools and features to help maximize your customer reach. Combining the features of the Essential Gift and Digital Gift Plus packages, this package adds a robust customer data management platform and loyalty program options that helps to elevate the way you market and target communication with your customers.

Loyalty Plus delivers a premium program to aid in improving customer acquisition, satisfaction and retention. By combining the physical and digital experience with the ability to create programs unique to the customer, Loyalty Plus puts you at the pinnacle of customer loyalty potential.

### The value of Loyalty Plus

#### Recognize loyalty

Identify your loyal customers by capturing their contact and demographic information. Use this information to run targeted marketing campaigns for top customers including custom greetings and promotions for birthdays, anniversaries and more.

#### Follow their spending

Prompting customers to use their loyalty cards helps track and promote relevant offers based on their purchase behaviors.

#### Motivation is key

Using transaction history, view customer segments and communicate targeted promotions designed to unlock profitable purchasing behaviors.

#### A rewarding experience

Reward customers' purchases with an emphasis on the spending that has the most profitable results for your business.

### Maximize your customer reach

- Automatically send gifts to your clients on their birthdays
- Buy one, gift one free. Entice your clients to buy a gift card and get a gift card or an item for free
- Client recovery, rewards or bulk gifting from you to your clients
- Full tracking, reporting and analytics

### Gift Packages



Essential Gift



Digital Gift Plus



Loyalty Plus

## Dependable rewards with Loyalty Plus

Choose which features to implement as part of your Loyalty Plus program.

### Points for purchases

The first step toward creating a loyalty program is deciding what point value to assign to customer purchases. Below are examples of the options that are available:

**\$1 = 1 point (recommended)**

**\$1 = 10 points (or other amount)**

**One purchase = 50 points (or another amount)**

### Award levels and redemptions

The next step is to decide what reward(s) to give your customers when a specific point level is reached. Rewards can be products, services, discounts or dollar-value added to the card. A full range of payment processing options including credit, debit, EBT, check, cash management and gift cards are available.

### Multiple award level program

The system can accommodate up to six award levels. Each time a level is reached, the terminal printer will print a message to notify you that the cardholder is eligible to redeem an award at that time.

The cardholder has the option to not redeem an award and continue accumulating points. Awards are given according to your program rules.

### Auto reward program

The easiest loyalty program is usually one of the most effective. Just choose a one-point level that will trigger an automatic dollar-value reward added to the customer's card. For example, the program may be set up so that:

**\$1 = 1 point, and 50 points = \$5 reward.**

**When 50 points are accrued, the system automatically redeems the points and adds \$5 of spendable value to the card.**

With auto rewards, customers are continuously motivated to return because they always have dollars or points (or both) on their card. The "add value" function is disabled for this program, so no accidental dollars should ever be added to the card instead of points. Point levels and awards may be changed at any time; however, the changes will apply to all cards – including cards that are already active.

### Cards and merchandise

Create a variety of card styles – both physical and digital. With concierge design services available for your convenience, you can create an assortment of different cards to offer your customers in-store and online. Valutec also offers a variety of display and promotional materials with which to advertise your gift card program.

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## The smarter way to reward

### No wallet, no problem

Remove the constraints of traditional gift cards. Key chain cards or the cardless option that uses a customer's 10-digit phone number are quick and convenient.

### Loyalty shows

A customer's printed receipt displays the amount of their purchase as well as the reward value available to use for future purchases and their current point balance.

### Building relationships

Segmented customer relationship management helps you understand, target and engage with your customers in a relevant manner they'll appreciate.

### The more you know

A variety of reports are available to show you loyalty points earned, a summary of redemptions, voids, balance inquiries and all other transaction activity. For accounting purposes, reward value is separated from prepaid value on program reports.

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## Growth you can count on

Take your gift and loyalty program above and beyond to offer a program that exceeds customer expectations. Contact us today at [Sales@valutec.net](mailto:Sales@valutec.net) or call 800.509.0625 to get started.

For more information, go to [ValutecCardSolutions.com](http://ValutecCardSolutions.com).