Loyalty and Rewards Base Programs

Discount Program

How it works: During this program, whenever a cardholder reaches certain thresholds during a purchase, they automatically receive a pre-determined credit on their transaction

Example: Sam needs new golf equipment and chooses to shop at the sporting goods store that offers him a loyalty discount. When he spends $500, he gets $150 off, $250 he gets $75 off, and $100 he gets $25 off. When he decides to purchase a set of clubs for $400, $100 of additional equipment to buy to take advantage of the loyalty program and receives $150 off.

By strategically choosing pricing thresholds to earn discounts, merchants encourage customers to purchase products they typically wouldn't in order to achieve the cost savings. Possibly achieving greater margins on products, they may buy and choose to buy again in the future.

Threshold

How it works: When a loyalty card member cashes out with an associate, they hand them their loyalty card. The card is swiped and the total dollar amount is added in points to the balance. The balance is printed on the receipt. Once the total points hit the goal, a reward is added to the card, and the balance is returned to zero.

Example: When Kathy feels like eating Italian food, she has many choices, but when an Italian restaurant offers a free appetizer for every 200 points accumulated, she chooses to dine there and earn rewards.

When customers are collecting points to win a free prize, merchants are able to increase their sales because customers will choose to shop there in order to more quickly earn rewards.

Punch Card

How it works: Rather than carrying a piece of paper that merchants physically stamp or hole-punch, cardholders can accumulate punches on their loyalty cards at the point of sale. The system tracks accumulated punches and when the customer earns their free item or service.

Example: Jenny chooses to buy her morning cup of coffee from the same cafe because she knows that after she purchases her tenth cup, her next coffee is free.

Rather than using old methods for punch cards, plastic cards are more durable, are versatile in that they can also be used as a gift card and eliminate counterfeit punches. In addition, these punch cards are a springboard to collect and store a customer database.

Cash Back

How it works: Cardholders accumulate a percentage of cash back on their card following each purchase.

Example: When Michael needs an item from a hardware store, he chooses his local store because he receives 2% cash back. After purchasing a new table saw for $200, he receives $4 loaded back on his card.

Offering your customers cash back for shopping guarantees repeat business from customers returning to use their gift cards, and 75% of the time they'll then spend 60% more than the original card value.

Cardless Loyalty with Branded Enrollment URL

Includes Base Loyalty

Chose 1 or a combination of the base loyalty options laid out on the base program page. These programs can be modified and customized to fit your business's need for a loyalty program.

There may be slight restrictions based on the POS or Terminal your business is using.

Cardless

No need for physical loyalty cards. Customers will be able to use their phone numbers to run loyalty transactions once they have been enrolled through the Enrollment Webpage, getyourbalance.com or your reporting site.

Custom Branded Enrollment Page

A custom enrollment webpage will be created for your business. This page will be customized with your business's logo and colors. Your branded enrollment site can be added to your website for remote enrollment for your customers.

Social Distancing Compliance

Cardless loyalty programs allow you to follow social distancing guidelines while still rewarding your customers. Enrollment into the loyalty program and loyalty transactions can be done with zero contact between customers and employees.