Valutec Loyalty Card Programs

Loyalty card programs enable merchants to have a competitive edge by providing the necessary tool to operate a comprehensive customer and loyalty and rewards program.

4 to 10 times more

Research shows that it costs four to ten times more to acquire a new customer than to keep an existing customer coming back. Yet many merchants continue to overspend on campaigns to attract new business and underpsend on securing and building value with the customers they already have.

LOYALTY CARDS PUT A STREAM OF FUTURE INCOME RIGHT INTO CUSTOMERS' HANDS

Identify loyal customers
Identify customers by capturing their contact and demographic information

Track customer spending
Having customers use their loyalty card each time is the way to track and later promote relevant offers based on their purchase behavior

Motivate behavior
Using transaction history, create customer segments and communicate targeted promotions designed to motivate profitable purchasing behavoir

Reward performance
Reward customers purcahses with an emphasis on rewarding behavoir that has the most profit able results for the business.

Measure results
End-to-end customer data protection to include advanced encryption and tokenization methods coupled with PCI compliance services, data breach protection, risk management, and more.

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> We've reduced our marketing costs and bonded our customers to us. We wanted it to be valuable to us, and to our customers. Valutec has helped us do that.
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> **Gino Pitera, Gerten's**

REPEAT CUSTOMERS ARE THE HEART OF EVERY SUCCESSFUL COMPANY.

Different Loyalty Card options to fit your business needs.

Points for purchases

The first step towards 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)
1 purchase = 50 points (or other amount)

Award levels & 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.

Auto Reward Program

The easiest loyalty program is also one of the most effective. Merchants simply choose 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. 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 have dollars or points (or both) on their cards at all times. And, with the "add value" function disabled for this program, clerks are prevented from accidentally adding dollars 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.

Open Redemption Program

The main feature of this program is that there are no reward levels at all. Points are simply added to the card or redeemed in any amount the merchant chooses. This allows rewards and reward levels to be continuously flexible without making any award level or point value changes in the system.

Multiple Award Level Program

The system can accomodate up to 6 (six) Award Levels. Each time an Award Level is reached, the terminal printer will print a message advising the merchant and cardholder 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 each merchant's program rules.

Loyalty Card Programs

Customer demographic information (name, address, etc.) may be tied to a specific card number and stored in our host database. Reports may then be generated and used to target certain customers with marketing offers based on card usage. Valutec has a simple popup web form that maybe easily added to a merchant website allowing cardholders to "register" their cards themselves by entering their personal identification information.

Key Chain Cards & Cardless

Merchants are not limited to the standard credit card-sized loyalty cards for their program, they can also use Key Chain Cards or a customer's 10 digit phone number (Cardless Loyalty). Key Chain Cards fit right onto a customer's keys as a convenient and easy way to carry a loyalty card while Cardless Loyalty allows merchants to run a loyalty program off of customers phone numbers with no cards at all. Merchants can also tie a physical card to the phone number to be used interchangeably.

The Loyalty Receipt

The terminal prints a receipt which shows the amount of the customer's purchase (for which points are being awarded), the reward value available to use for future purchases, and the current point balance. To eliminate confusion, no previous redemptions are shown on the printed receipt.

Reports

A variety of reports are provided via email, fax, and website that present 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.

ABOUT US

Valutec Card Solutions is a full service gift & loyalty card solutions provider. Since 1998, we have served as an industry leader in pre-packaged and custom gift card programs and merchandising tools. Our focus is on maximizing the return on investment for each merchant program by providing the right tools for the job and the information needed to make your program a success

OUR REPUTATION

Here is what some of our customers say about Valutec:

"At Bernina, we want to create such a level of brand loyalty that the customer never wants to go anywhere else. It's just another way to cement the relationship with current customers as well as new ones. Valutec helps support that with their gift and loyalty card marketing programs."

~ Barb Lyons of Bernina

"Valutec helped develop and grow a program that didn't exist before. Once we made the switch from paper gift certificates to plastic gift cards, our sales took off dramatically. We really like the flexibility that gift cards provided us versus paper certificates. And the detailed reporting is a great feature of the program."

~ Phillip Gould of Gould's Day Spa & Salon