

## STAR~PLUS CUSTOMER LOYALTY MODULE

### Use Loyalty to Drive Your Business!

Over 75% of consumers have at least one loyalty card, according to Juniper Research<sup>1</sup>. The Star~Plus Customer Loyalty module is an effective way to increase customer retention and the amount of the average transaction all while adding value to your customers shopping experience. A mere 5% increase in retention can result in a 75% increase in customer spending at your store.

### Increase Customer Retention

- Increase customer loyalty
  - Assign specific discounts to groups of customers
  - Reward customers with gift certificates, entry forms, discounts, extra points or free gifts
  - Help spread word of mouth marketing
  - Sell, replenish, and deactivate Concord Gift Cards<sup>2</sup>
- Increase customer service
  - Assign additional customer cards for use by family members
  - Identify product and service problems sooner
  - Send customers appreciation letters

### Increase Amount of Average Transaction

- Increase impulse buys
  - Assign extra points to items for promotional offers
  - Issue coupons
  - Sell and accept Concord Gift Cards<sup>2</sup>
- Create a sense of value
  - Accumulate points based on Points per Dollar or Points per Item
  - Target customers based on purchases

### Gain a Comprehensive Understanding of Your Customers

- Select from predefined reports or build your own
  - Preferred Customers
  - Top Customers
  - Customer Loyalty Levels
  - Customer Purchases
  - Outstanding Gift Certificates
  - Customer Birthdays and Anniversaries
  - Mail Merge for targeted marketing


