

# INCREASE REVENUE BY CHOOSING THE RIGHT LOYALTY SOLUTION

by Damir Lesničar, CEO, ETRANET Group

*Modern hybrid loyalty solutions address the needs of both classic retailers and manufacturers/distributors, but also smaller companies to which past loyalty solutions have not been a good fit so far.*



## CUSTOMERS LOYAL TO ONE BRAND,

manufacturer/distributor, or company remain loyal to them, spend more, and are ambassadors of that brand in their circle of influence. This trio of client retention, increase in spending, and spread of positive experience to others is complemented by differentiation from the competition and, not least important, greater tolerance for mistakes and problems expressed by customers who already have loyalty to a brand.

## DIGITAL SOLUTION FOR EVERYONE

To achieve this, a new wave of loyalty solutions use a hybrid approach - on the customer side they can be realized through traditional loyalty cards, although the best results are achieved by combining a mobile loyalty application for smartphones with a powerful web administrative interface for managing, analyzing, and monitoring program performance. Here the mobile loyalty application enables fast, flexible, and targeted communication of benefits for an individual customer or a group of customers in the loyalty program.

Such a loyalty solution can be adapted to various types of users - in addition to the classic retail user, who is already familiar with loyalty programs, with this solution it is possible to quickly and easily introduce loyalty programs to manufacturers or distributors, but also small and medium companies. The latter will particularly benefit from the usually turnkey nature of those solutions, requiring minimal commitment and resources from small businesses.

## INTEGRATED ANALYTICS FOR SUCCESS

At the heart of this combination of a mobile loyalty application and an administrative interface is the collection, analytics, and creation of targeted actions based on collected data, all in real time. Naturally, modern loyalty solutions can be integrated with the existing ERP or CRM system, or web shop, all to enable the analysis of transactions that are not in themselves part of the loyalty program.

Collected and integrated data on an individual customer or group of customers enable customized bonuses, rewards, and incentives within the loyalty program.

## MANAGE RULES QUICKLY AND EASILY

Modern solutions enable companies to define the type of discount, the items to which it applies, the manufacturer or supplier to which the discount applies, and supplement this with category, membership, location, and time rules.

For instance, it is simultaneously possible to combine general benefits for the entire loyalty program ("15% discount on all products") with more detailed benefits that apply "only to the web shop", "only for point of sale no. 2", "only for cash payment", or a classic doorbuster combo of "only for a specific product on certain date." In addition, thanks to integration with ERP/CRM systems, it is possible to create campaign modalities that would include customers who are not already necessarily within the loyalty program.

## REAL-TIME REPORTS

Reports and analyses that flow into the administrative interface in real time enable rapid changes and adjustments.

For example, for decision-support purposes, it is possible to analyze the performance of loyalty programs by sales location, transactions, activities of members of the loyalty program and most interestingly - campaign results. For each created campaign, it is possible to track the number of customers, transactions, the amount of sales, the number of items sold, and the amount of discounts/benefits in real time. In this way, it is possible to react quickly if an individual loyalty campaign does not achieve the desired results and initiate changes.

More information on the possibilities of the ETRANET Group's loyalty solution is available at [www.loyalty.hr](http://www.loyalty.hr).

