

LOYALTY & REWARDS

Customer loyalty campaigns don't stop when a shopper leaves your store - the ability to reach your customer wherever they are with tailored messaging and a robust loyalty program will be rewarded with higher purchase frequency, increased basket size, and will ultimately drive advocates for your brand. We understand that every business is different, and a loyalty program is the perfect opportunity to meet your customer's unique needs.

- Points-based rewards systems with secure redemption codes
- Online portals and dashboards to both host and track loyalty
- Dynamic content insertion controlled through segmentation
- Tailored programs to suit individual requirements
- Omni-channel marketing automation

Solutions That Drive Advocacy and Loyalty



Loyalty Programs

Create loyalty and reward programs that will keep your customers coming back for more. Whether you're after a points-based redemption program, wanting to reward shopper frequency, target key sales and promotions to specific audiences or simply track loyal customers across a range of channels, Touchpoint Group's marketing automation platform can support your requirements.



Customer Retention Analysis

Analyse and draw out issues experienced by customers within your Customer Experience (CX) feedback to understand the root cause of churn. Improve retention by prioritising improvements based on solutions that will have the biggest impact for your business and its stakeholders.



VoC Feedback Analysis

Detect and prevent issues that impact customer claims and business performance by streamlining operational inefficiencies and identifying opportunities to reduce churn. Investigate and understand issues that cause bottlenecks and decrease department performance using a customisable reporting framework that shares critical detail with relevant stakeholders in near-real-time.



Marketing Automation

Increase lead generation, grow your marketing database, and improve sales conversion through remarketing activities. Develop new sales channels and automate your digital marketing experiences with triggered communications. Drive customer engagement with personalised interactions through a host of omni-channel campaigns and promotions.



Sales & Marketing ROI Reporting

Quantify the effectiveness of your digital marketing strategy as it translates to revenue from your retail locations in real-time. Understand which email campaigns drive conversion to different segments of your customer base, and use this information to create higher-performing campaigns.



Surveys & Questionnaires

Using an intuitive marketing automation platform developed by Touchpoint, create anything from customer and employee experience surveys to stakeholder training programs or points-based rewards programmes, our intuitive CMS allows for the flexibility you need to customise interactive questionnaires, easily and efficiently.

How staff loyalty drives customer acquisition

Loyalty programs don't need to be limited to customers: Our client, Samsung, proves that staff loyalty can be a highly effective method of driving customer acquisition. How do they do it? With a tailored rewards program designed to encourage retail staff to learn about newly released Samsung products, Samsung can ensure that staff are able to answer customers' questions in retail locations across the country.

Think outside the box about how loyalty and rewards programs can drive revenue for your business, and get in touch to start creating a program that will meet your goals.

GET STARTED TODAY; enquiries@touchpointgroup.com

www.touchpointgroup.com/solutions

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