

Retailing

ISSUE 07



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infinityTM
EMPOWERING PEOPLE

JOIN OUR REWARDS PROGRAM THAT EMPOWERS BOTH THE RETAILER AND CONSUMER

Infinity's coalition rewards program is based on a simple CashBack rewards system. The customer receives CashBack on every transaction, accumulating instant rewards, while simultaneously giving the retailer insight into shopping habits and improving consumer communication.

The whole point of a loyalty programme is to acquire customers, retain them, and increase their lifetime value with your brand, but this is only possible if customers feel they are benefitting more than they would from a competitor.

“Consumers need a loyalty program they can trust, to the extent where they can even start saving money on the loyalty card.”

Your best chance at success starts with understanding what your customers want, and how you can deliver on those needs by providing consistent value.

In our experience, a few areas are causing frustration among consumers:

- Confusion about how much their reward points is worth.
- Expiring rewards.
- Lack of retail partners to use/redeem rewards.

Consumers prefer cashback above any other form of reward (Truth Whitepaper report 2019/2020). CashBack is simple and easy to understand. It provides immediate gratification.





A loyalty programme can lose most of its attraction once consumers learn that their rewards have expired. Not expiring rewards not only allows consumers to accumulate enough CashBack over time, but even to save on the card for future use. It is also more secure than food/ savings stamps as the card can be blocked and transferred when lost or stolen.

“It is not worth investing in a loyalty program that yields a low redemption rate”

Consumers need a loyalty programme they can trust, to the extent where they can even start saving money on the loyalty card. At Infinity Rewards we have introduced “bank your change” and “gift loads” that allow the consumer to also contribute to the value of the loyalty card.

“Only 20%-25% of consumers will join a standalone loyalty programme where 70% to 80% of consumers will join a coalition/ multi-brand program” (Charles Erhardt, MD Currency Alliance). Enabling consumers to use one loyalty card at several retail outlets will exponentially increase its value.

Consumer engagement will encourage consumers to return and shop more often. One of the leading indicators to evaluate consumer engagement is the redemption rate. When the redemption rate is high it means that consumers find value in the loyalty programme. When the redemption rate is low it means consumers are not sufficiently engaged and do not consider the rewards programme of much value.

It is not worth investing in a loyalty programme that yields a low redemption rate. At Infinity Rewards we can help by offering a loyalty platform that benefits both the retailer and consumer. Give consumers what they want, and the results will follow. •

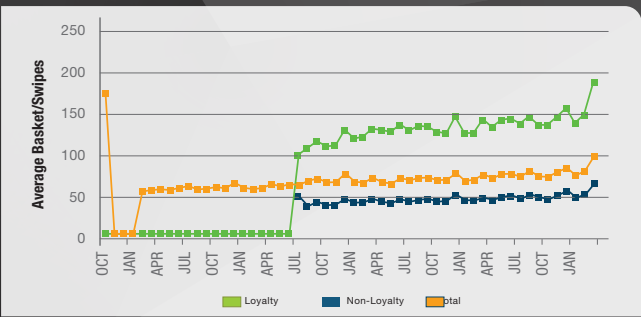
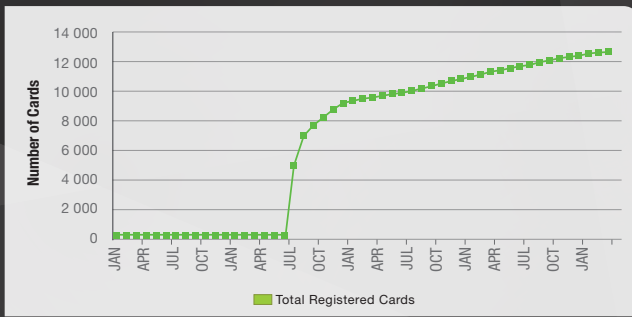
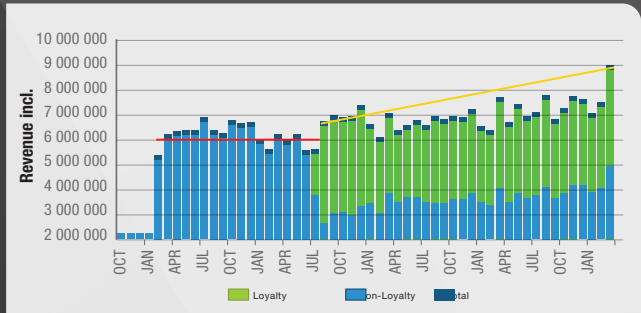
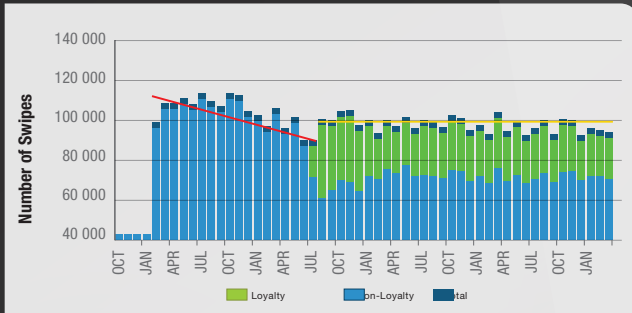


www.infinityrewards.co.za

CASE STUDIES

BUSINESS BLEEDING

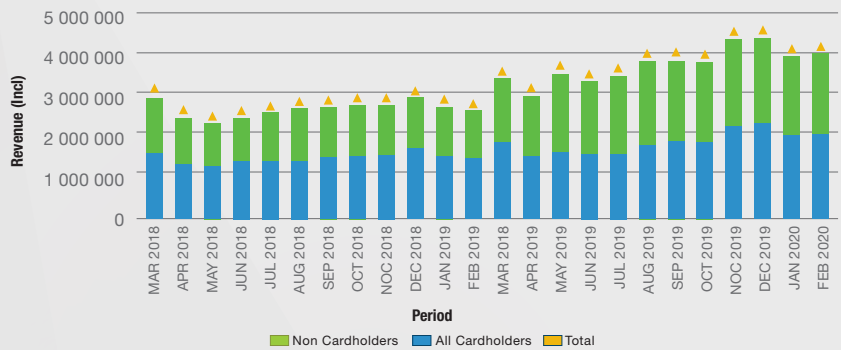
- Business bleeding – losing customers
- Loyalty changed the downward spiral and stabilized the customer retention
- Average basket size increased
- Turnover went from flat to steady increase
- More than 40% loyalty participation rate



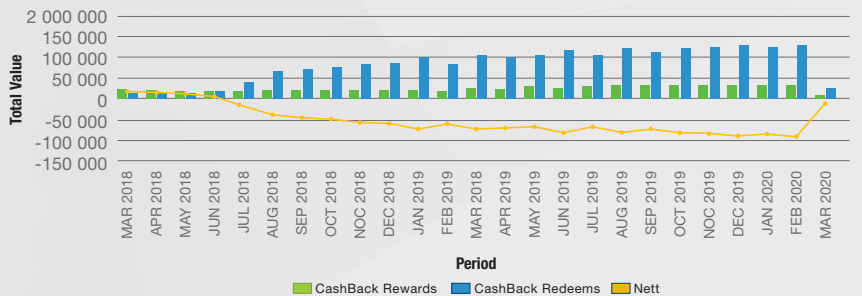
GROCERY STORE IN PARTNERSHIP WITH FUEL STATION

372% REDEMPTION RATE!

YEAR ON YEAR TOTAL REVENUE INCREASE: 53%



CashBack per partner monthly



INFINITY FUEL REWARDS

Loyalty Programmes have changed the way consumers shop and fill up. For years the Loyalty Programme options available, have created a divide in Retailer's communities where their customers would travel outside their community to find a fuel station offering rewards to customers of a specific bank or retail group. A problem arises when the site does not have the ability to sign up and reward those that do not belong to a specific third-party group, excluding

“All your customers are important no one should be excluded”

many of their “own” customers in the process. Infinity has always believed that ALL your customers are important, no one should be excluded, and the ability to reward and communicate with each and every customer should be every retailer's prerogative.

With this new initiative Infinity has already seen great partnerships develop between their retail and fuel partners.

The ability to not only reward and redeem on site but to have full access to data and customers will transform the waiting pattern into a call action. Infinity Fuel is the fuel solution that empowers the retailer. •

THE OWNER OPERATOR'S PREFERRED CHOICE



YOU own and control your data



Increase in volume



Customers commit to YOUR site by signing up



Increase in customers



Bigger market share



Less admin - it's automated

Set Up Tiers:
Ability to reward differently to businesses, taxis, pensioners, etc.

Feature include:
Top spenders
Active/inactive members
Automated competitions

Access to more:
Our system gives you the ability to tap into our larger coalition database.

For more information contact sales@infinityrewards.co.za or visit our website www.infinityrewards.co.za



INFINITY FUNCTIONALITIES

AT YOUR FINGERTIPS



Automated competitions



Tier based rewards structure (Pensioners tier, VIP tier etc)



Bank Your Change



Gift card solution



SMS and Email communication



Community projects (NGO of your choice receives CashBack)



Basket size CashBack incentives



Reporting



Product CashBack incentives



Discount to cardholders only



Automated fraud detection

Earn CashBack every time you shop!



MORE BENEFITS OF THE CARD

- ✓ Automatic entry into competitions
- ✓ Exclusive savings
- ✓ Bank your change

Visit your nearest participating OK and pick up your card to start enjoying the benefits or go on www.okfoods.co.za/ok-loyalty-rewards/ to find out more.

OK
Owners you can count on!

▲ POWERED BY  **infinity**™ EMPOWERING PEOPLE ▼

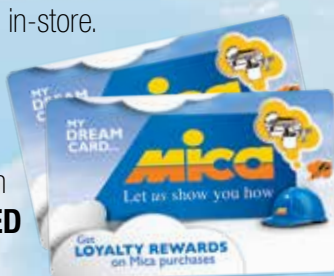
ARE YOU MISSING OUT?



The **MICA DREAM CARD CUSTOMER REWARDS PROGRAMME** is a great service retailers can provide to their loyal shoppers. It is not just a marketing tool but it is a business tool, which will retain loyal customers, acquire new ones and **INCREASE STORE REVENUE** – simply because shoppers will get 'something back' for shopping.

MICA DREAM CARD consumers receive up to **2.5% CASHBACK** instantly onto their loyalty cards when they shop, and their CashBack can be redeemed at any time in-store.

PLUS, get to know your consumers as you communicate with your **STORE'S OPTED IN DATABASE!**



Testimonial

We implemented the Mica Dream Card Rewards programme in our store when Mica first launched the programme and although unquantifiable, has definitely assisted us to grow our business.

The ability to communicate with customers has made it possible to drive our growth. The email and SMS campaigns sent by Mica/LRB monthly, at no cost to us, are a great initiative.

The benefits outweigh the cost of the programme and I would advise any Mica/LRB store to implement the programme as soon as possible. By not doing so, you are missing out on the loyalty benefits and extra marketing channel to customers.

Steven Sollinger - Spiro's Mega Mica - W.CAPE

LET YOUR CUSTOMERS CARRY THEIR LOYALTY CARD WITH THEM AT ALL TIMES ON THEIR PHONES – WITH THE MICA DREAM CARD APP!



Visit www.mica.co.za to learn more about opening your own Mica Hardware today!

mica
Let us show you how