



Newsletter Vol. 62 - Introduction

Softengine News is dedicated to keeping you up to date with the latest information regarding SAP Business One systems, Softengine solutions and Best Business Practices.

What's New?

Spotlight on Product: Loyalty and Digital Passes (iVend)

Loyalty

Getting customers to come to your stores and shop is one thing, ensuring they come back again for repeat business is a different challenge. Customers are spoiled for choice of moving to other retailers and it is becoming more important to acknowledge the customer for the business he does with the retailer. Equally important is to monetize the gratitude and reward him for the business he does.

iVend Loyalty is a points & rewards management application, designed to significantly improve customer retention by bringing them continuously back and improving customer satisfaction levels. iVend Loyalty is seamlessly integrated with iVend Retail and can integrate with SAP Business One or any Business Management or Retail application using its APIs.

Business Benefits

Develop that relationship

Whether a small Business or large each customer counts, loyalty programs help dwell relationships with customers. It is possible to retain a one-time purchaser or regular customer or the window shopper who visits on Sundays by offering a financial benefit. Socially, they all have the potential to spread word about the business to their friends, family and online networks and become loyal customers.

Get more Sales with your Rewards Program

Loyalty programs encourage people to Buy and then repeat the purchase. Customers like to be rewarded for their loyalty — especially if the rewards program offers them a significant savings or discount. Incorporating rewards programs that connect to customers' socially puts additional focus on the business, thereby increasing the potential for new customers.

Recognition is the Buzz-word – Acknowledge the Customer with instant Gratification.

More I buy more I feel the need to be rewarded. iVend loyalty programs help in setting up exclusive level definitions for various customer categories like Silver, Gold & Platinum.

Ability to track and monitor shopping habits

The most valuable aspect of iVend Loyalty is that it instills among retailers the abilities to identify individual customers and to measure & understand their buying patterns. This behavioral trend far outweighs the “currency” value of providing consumers with rewards for shopping at any retail store.

The shopping behavioral intelligence of loyalty program can make retailer use it many innovative ways to tailor new promotional activities with focused & targeted campaigns. Hence a customer loyalty program could become an ingenious marketing tool that makes a memorable statement about a Retail business.

iVend Passes for Apple iPhones or Android

iVend Passes is a platform for retailers to deploy Digital Passes on Apple Passbook and Android devices. You can engage your customers with a digital Loyalty Card, digital Coupon or digital Gift Cards. iVend Passes remove the technical challenge in doing so allowing you to focus on your consumer engagement. iVend Passes is a cloud platform that enables retailers to use the service seamlessly at their point of sale.

Have you seen the ‘Passbook’ icon on your iPhone and wondering what it’s all about? Now you can make digital passes like loyalty cards, gift cards, coupons in iVend Passes and send them to your customers in digital form while saving printing dollars along the way. Once you send the pass, your customers with iPhone can add them to their iPhone ‘Passbook’ application. Android users can download an app that works like Apple ‘Passbook’ to view their Passes. They will never have to carry a plastic card ever.

iVend Passes help retailers to stay connected with their customers. Build your pass template for your targeted customer base, create a pass at Point of Sale (POS terminal) and send Passes to all your customers without the hassle of a custom mobile application.

Geo fencing in iVend Passes

iVend Passes utilizes the geo fencing feature to specify the different store locations of the retailer. Retailers can specify the coordinates of the different stores while designing the templates of the digital passes (Gift Card, Coupon, Loyalty card). Tagging of the stores on the digital passes ensures a notification is received on the customer’s locked phone as soon as he reaches the vicinity of stores tagged in the digital pass. Valid until dates of coupons, points and currency balance in Loyalty cards and Gift Cards are some of the notifications that a customer receives on their phones.

Always updated

Customer has the most updated status of the balances and expiry dates (GC, Coupons, Loyalty Points). Geo fencing allows retailers to tag the stores on the digital passes just by specification of coordinates while designing the template

Enhanced Customer Experience

Customer actually gets to enjoy the benefits extended by the retailer. Instant updates are based on geo tagged passes.

Better insight into customer

Timely and insightful pass usage and customer engagement statistics are provided. You can increase social media exposure and gain new customers via “Constant Customer engagement.”

No misuse and “Greener Alternative” to paper and plastic

iVend Passes ensure that the benefits are accrued by the actual customer. Customer can digitally wipe passes in the event of a phone theft.

For more information about SAP Business One iVend Loyalty solution, please contact Barry Lederman: 818.704.7000, blederman@softengineusa.com

This promotional e-mail provides information on Softengine's products and services that may interest you. If you prefer not to receive e-mail from us in the future, please reply with subject: Unsubscribe.