



store
technology
solutions

ABOUT TOWSON UNIVERSITY

- FTE: 15,590
- Offers a 5% return on purchases through Tiger Rewards (spend \$200, receive \$10)
- The surrounding city has two competing stores

LOYALTY

- Reward customers for purchases in-store, online and at buyback
- Allows for loyalty points to be used for payment at the POS and within inSite
- Offer shoppers the convenience of both checking and redeeming points online 24/7
- Discounts based on loyalty tiers — loyalty customers automatically receive promotional pricing just by shopping
- Structure reward tiers based on customer buying activity and frequency
- Choose which merchandise you make available for rewards redemption

CASE STUDY

Loyalty Program Boosts Sales and Increases Customer Engagement



Customers shopping in your store and online need extra incentive to stay loyal to your brand. Towson University saw an opportunity to engage their customers and reward them for their loyalty, and the results have been astounding.

MBS provides the tools necessary to manage an effective loyalty program

Stacy Elofir, University Store director at Towson University, wanted to change students' perception of her store and increase her customer base. With the help of MBS' Loyalty application, she created the Tiger Rewards loyalty program, and to date, has more than 23,000 participants.

Tiger Rewards incentivizes customers with one point for each dollar spent on qualifying purchases. Customers can redeem their points and have them placed on a University Store gift card, good for purchasing anything in store or online. Along with a traditional gift card, Elofir has been utilizing an electronic gift card feature built into her MBS system.

"The electronic gift cards have been awesome," she said. "They are greener and save us from ordering gift cards."

At certain times during the year, Elofir offers \$25 worth of points to students, faculty and staff if they fill out an online secret shopper questionnaire.

www.mbsbooks.com

Each customer who fills out the questionnaire gives the store some basic contact information, and Elofir said she reaches out to a customer if she needs more information about the customer's feedback or experience.

"The secret shopper program has been great," she said. "I look at all the responses and we've even made some adjustments based on customer feedback."

Increased visits since implementing MBS Loyalty

Since its implementation, Tiger Rewards has exceeded Elofir's expectations and feedback on the program has been positive.

"As of today we have had more than 4 million points redeemed," Elofir said, "and we still have a lot of points outstanding."

"The students love it. It's become a huge selling point and helps to continually drive traffic."

— Stacy Elofir

To promote the Tiger Rewards loyalty program, Elofir has advertised in the newspaper, used flyers and posters, electronic signs on campus and engaged the campus community on social media. Elofir said the greatest success has come at the cash register where her staff asks each customer if they are enrolled. Signing up is easy and involves visiting the store's website, using a phone number as an ID, then providing the number at the point of sale.

"The students love it," she said. "It's become a huge selling point and helps to continually drive traffic."

During the new student welcome program, Elofir said both students and parents toured the store and they all signed up for Tiger Rewards.

"Many of them expressed how great of an idea the



program is," she said. "Some of them even asked why we had not done it sooner."