Poynt Loyalty
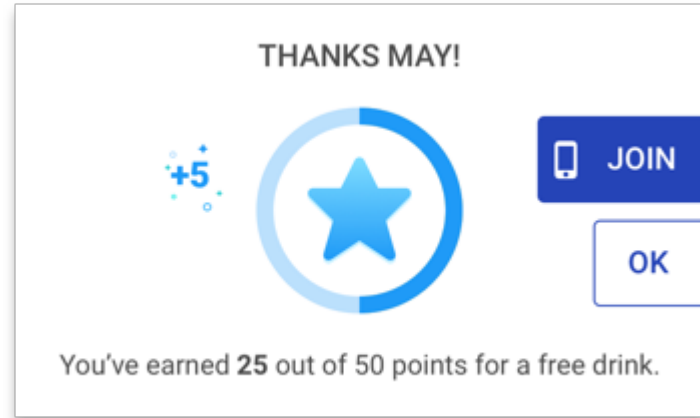
April 2019

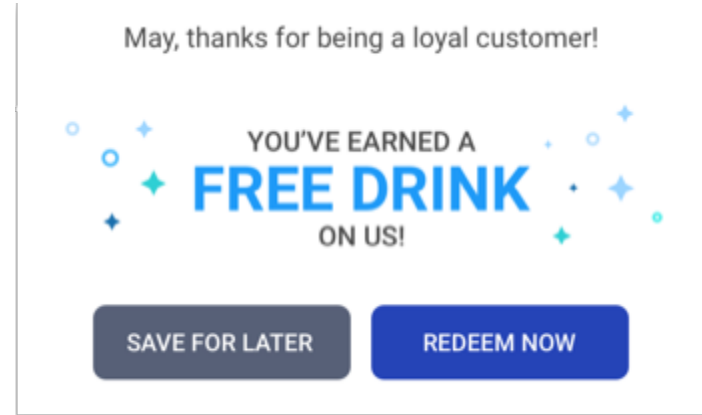# Introduction to Poynt Loyalty

- **Automatic accrual and signup**
  Customers earn points automatically,
  on each card swipe.

- **Easy reward redemption**
  Customize the # points needed for a reward
  to best fit your business needs.

- **Digital loyalty card**
  Pop up a message on your loyal customers'
  phones when they walk by your store.

- **Customer management & marketing**
  Download a list of your loyal customers to
  engage them even further.
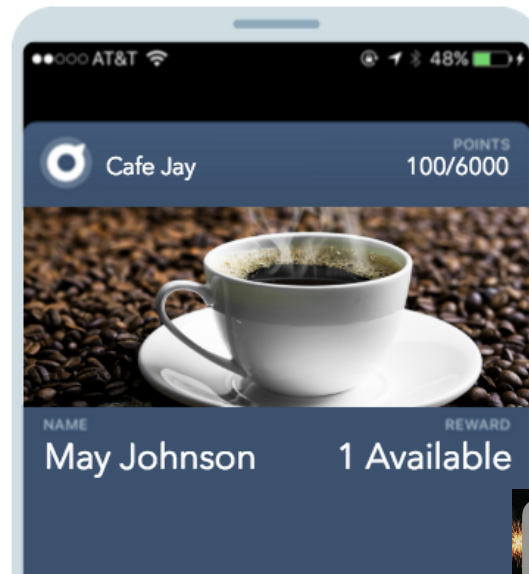
POYNT

Automatic accrual and signup

- **Customers begin accruing points on the first card swipe, tied to their card**

- **Attaching a phone number automatically tracks points across multiple cards**

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Easy reward redemption

May, thanks for being a loyal customer!

YOU'VE EARNED A
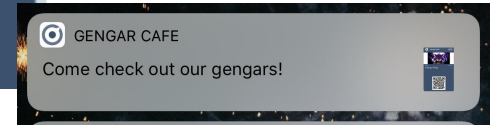**FREE DRINK**
ON US!

SAVE FOR LATER   REDEEM NOW

- **The customer facing screen informs customers when they have a reward available**

- **Customers will be prompted to join the loyalty program to redeem their reward**

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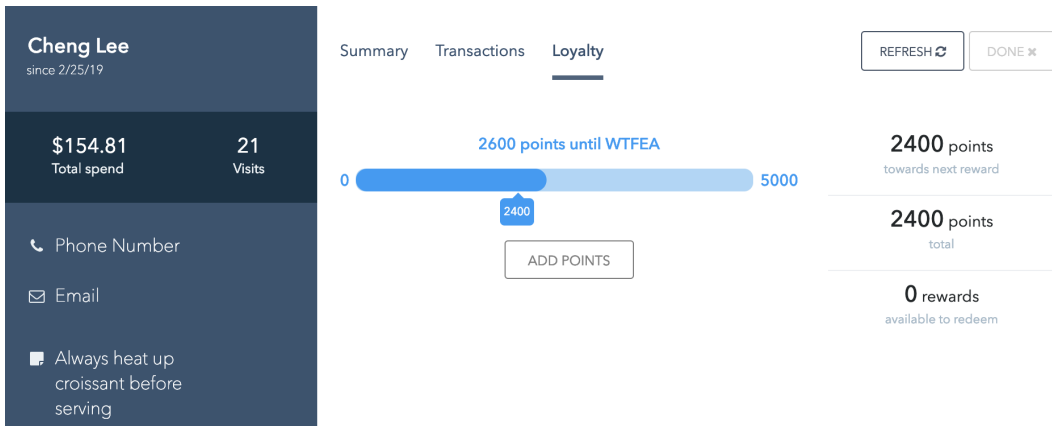# Digital loyalty card

- **iOS users will be able to download a digital loyalty card to view their reward and points status**

- **Customers who download the digital card will receive a custom message when they walk by your store**

- **All customers can access their loyalty card using a link sent over text message**

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Customer management

Cheng Lee
since 2/25/19

$154.81	21
Total spend	Visits

☎ Phone Number

✉ Email

🗒 Always heat up croissant before serving

Summary   Transactions   **Loyalty**

REFRESH ⟳   DONE ✖

2600 points until WTFEA

0 ━━━━━━━━━━━ 5000

2400

ADD POINTS

2400 points
towards next reward

2400 points
total

0 rewards
available to redeem

- **See all your customers, ranked by last visit, # of visits, or total volume**

- **Add a custom # of points from the web or terminal to transfer over an existing loyalty program**

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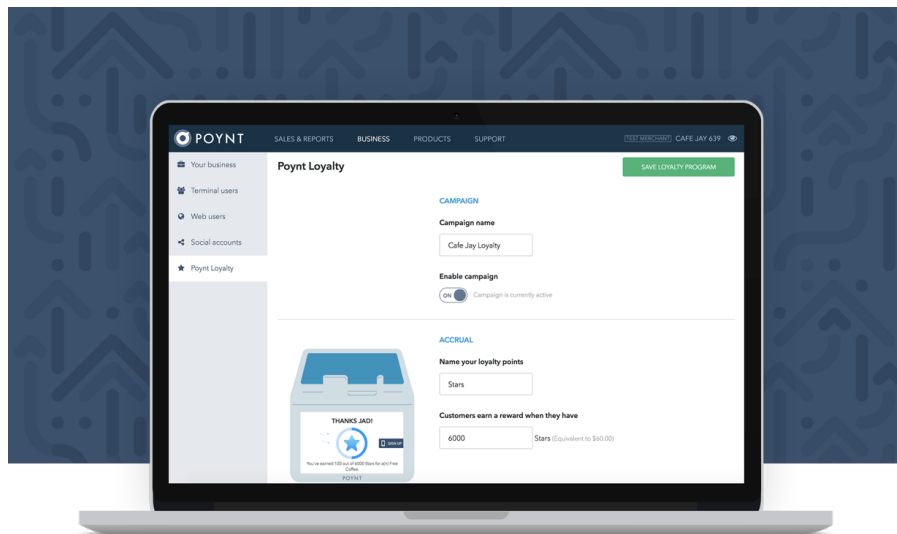# Customer marketing

- **Export your customer data for segmentation and marketing using any external provider**

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Loyalty program customization

Customize:

- **The number of points needed for a reward**
- **The loyalty messaging on your terminal to customers**
- **The popup message when the customer walks by your store**

POYNT

Thank you!