TouchLoyalty

Engaging customer loyalty

Encourage repeat custom with rewarding loyalty schemes.

ICRTOUCH

Engage, **reward** and **retain** your customers.

Entice repeat purchases, build a loyal customer base and provide rewards with flexible loyalty schemes from TouchLoyalty, the add-on to TouchPoint tills. Maximise revenue by rewarding customers with personalised loyalty schemes.

TouchLoyalty can give regular customers, members, VIPs and staff an instant discount on their purchases. Create brand loyalty by incentivising customers to make repeat purchases with elaborate points, discounts and rewards schemes.

Direct **customer marketing.**

Send personalised discounts and promotional product offers to your most loyal customers.

Customer spending habits can be monitored over time, allowing you to generate promotions based on trends and customer preferences.

Consider scheduling promotions for special occasions such as birthdays, or during quiet periods to help boost sales.

Endless rewards.

TouchLoyalty gives you simple tools to interact with your customers more often and more effectively.

Offer happy hour or early bird discounts for loyalty members and encourage your customers to return more regularly.

Operating TouchLoyalty within your business, combined with a branded membership card or fob, can help keep your business front of mind with your customers, reminding them to visit again and again.

Customer retention.

Customers are more likely to return to your business time and time again when they are rewarded for their purchases.

Photo ID.

The photo ID checking system allows your staff to easily and quickly confirm the identity of loyalty card holders.

Manage unused stock.

Encourage the purchase of unused stock with a points system for discounts or deals on selected items.

Multiple sites.

Unlock the use of schemes across multiple locations so customers can use their loyalty cards across a number of sites.

Points systems.

Allow customers to collect points on their accounts through completing purchases, then exchanging for rewards.

Customisable schemes.

Easily customise discounts, offers, promotions and loyalty schemes to your preference whenever you like.

Customer analytics.

Monitor customer spending habits, allowing you to plan and roll out promotions and target specific stock, days or people.

Notifications.

Notify customers of the latest offers and promotions or send them a message with a discount on their birthday.

Streamline your operations with one simple, fully integrated ecosystem from ICRTouch.

Are you missing out on repeat sales due to the lack of loyalty schemes? Is your reporting system not giving you in-depth data on customer spending and trends? TouchLoyalty integrates seamlessly with the wider ICRTouch ecosystem to give you a complete all-in-one solution.

TouchLoyalty is the perfect add-on to your TouchPoint tills if you are looking to increase brand loyalty and repeat custom. All data and reporting can be easily found in the TouchOffice Web back-office business management software.

The integrated ICRTouch ecosystem provides an intelligent range of solutions to enhance business performance, increase revenue and save you time. The reliable solutions help take care of your business operations and improve customer experience.

TouchPoint

TouchOffice Web

PocketTouch

TouchKitchen

SelfService

ByTable

ICRTOUCH

icrtouch.com