

Loyalty Program Essentials: Accumulation Methods at a Glance

Cheat
Sheet

The core of your loyalty program is the ongoing accumulation method that rewards your customers for purchasing, and then keeps them coming back to redeem and purchase more. The method you choose should give value to your unique customers, while increasing repeat business and sales for you.

Please keep in mind that with Como Sense, all the methods are flexible and combinable. The examples here are based on our clients worldwide, but you can mix and match the perfect, unique solution for your business.



Points & Point Shop



Credit



Punch Cards

The What

- Members accumulate points for purchases, and then buy items in your app's Point Shop.
- You define how much your points are worth and the point value of Point Shop items.
- Point Shop items may include products, menu items, and discount coupons.

- Members accumulate a cash balance for purchases, and then use it to pay in your business.
- You define the ratio of purchases to credit.
- Members can also top up their balance at a discount.
- Members can use their Wallet in your app to pay and top up.

- Members fill up a digital punch card by purchasing items and then getting one free.
- You define the items and the number for a freebie.
- You can use several punch cards for different products or customer segments.
- You can also offer prepaid punch cards.

The Why

- Your Point Shop gives you control over the discounted items you offer.
- The Point Shop is ideal real estate for special promotions.
- Well-chosen Point Shop items are valuable to your customers, motivating them to accumulate points.

- Provides members with more purchasing freedom.
- Allows members to stop in to your business and shop or eat using only their phone.
- Topping-up option allows members to reach their redeem goals faster.

- Between competing businesses, the punch card is often the deciding factor for customers to choose you.
- Easy, effective personalization: specific punch cards automatically sent to members who purchase certain products.

The Who

- The Point Shop works best in businesses with a smaller variety of items:
- Restaurants
 - Garages
 - Pubs
 - Pet Shops
 - Pharmacies
 - Bakeries

- Credit works best in businesses with a larger variety of items:
- Retail stores
 - Fashion and boutiques
 - Department stores
 - Supermarkets and grocery stores

- Punch Cards work best for businesses with one core product:
- Coffee shops & stands
 - Ice cream parlors
 - Gas/Convenience stores
 - Beauty salons
 - Car washes
 - Gyms and spas

5 Killer Combos

Once you've defined your core accumulation method, you may find that the most effective program for your business is a carefully chosen combination. Here are a few ideas:

	Main Method	Enrichment Method	Examples
1.	Points	+ Punch Card	<ul style="list-style-type: none">• Restaurants add personalized Punch Cards for products such as kids' meals, or segments such as workers at nearby businesses.• Garages add a Punch Card for recurring items, such as car washes.• Pubs add a Punch Card for high-traffic items, such as beers.• Bakeries add a Punch Card for high-traffic items, such as muffins in the morning.
2.	Points	+ Credit	<ul style="list-style-type: none">• Pet shops add Credit coupons in the Point Shop, for example, a certain number of points buys \$10 to spend in the store.• Pharmacies add an Offers screen in the app with Credit coupons, where points can buy \$5, \$10, or \$20 to spend in the store. (For an added incentive, the more points you get, the better the ratio gets.)
3.	Credit	+ Punch Card	<ul style="list-style-type: none">• Supermarkets add personalized Punch Cards for diapers, bakery items, soft drinks, etc.• Fashion boutiques add a Punch Card for tenth item free (over a certain amount).
4.	Credit	+ Point Shop	<ul style="list-style-type: none">• Departments stores add a Point Shop for special promotions. (Points are earned for purchasing certain items, or spending over a certain amount in one purchase.)• Supermarkets add a Point Shop for seasonal items.
5.	Punch Card	+ Point Shop	<ul style="list-style-type: none">• Coffee shops add a Point Shop for food items, such as breakfasts. (Points are earned for purchasing certain items, or spending over a certain amount in one purchase.)• Beauty salons add a Point Shop for nail polish and accessories.

Contact us to find out how Como Sense can work for your business.

✉ comosense@como.com

🌐 www.como.com

915 Broadway Suite 1307
New York, NY 10010

179 Great Portland St.
London, W1W 5PL, UK

2 Ilan Ramon Street
Ness Ziona, 7403635, Israel

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