

Your customized loyalty programme to retain your customers

Increase your customer's loyalty by opting for a different and innovative loyalty programme, based on a point system.

To develop your sales, your clientele, to increase frequency and regularity of customer visits, to stand out from the competition and to improve your visibility!

AtonPoint® has been conceived to offer **retail and hospitality networks** (malls, chains, franchises, master franchisees, cities...) a comprehensive marketing, loyalty, sales and piloting tool.

The loyalty programme is open to all kind of participants within a network such as retail outlets, restaurants, hotels, service providers...

A single card at your colours
Multi-level cards are possible, for example:

- Platinum
- Gold
- Silver

Your Assets

Offer Freedom to your customers: they collect points at all participants and redeem them wherever they want in your network.

Image and communication

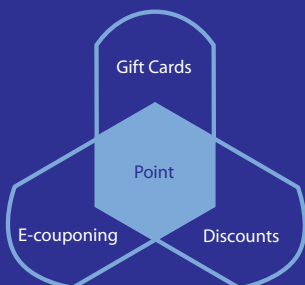
- Cards and flyers at your colours
- Multi-level cards
- A dedicated and customized web site with secured accesses
- Multilingual platform and online transactions
- Online catalogue
- Direct marketing (e-mail and SMS campaigns)

Reward system

- A reward scheme customizable up to participant level
- Points valued in currency
- Multi-currency
- Give to a cause or to other members
- Automated netting

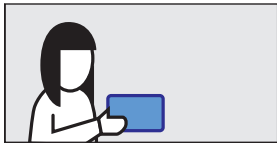
Customer datamining

- Proprietary customer database
- Reporting on transactions
- Statistics on members' profile and behaviour

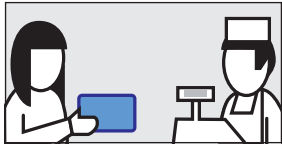


How it works

For the customer



The customer joins the loyalty programme by filling in the subscription flyer and receives a loyalty card that can be used immediately.



Collects points by presenting the card at the time of purchase at participants.

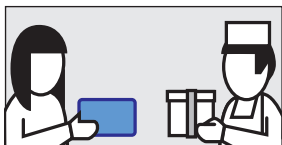


By cell phone:
Looks up available points and account balance.

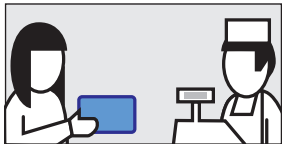


At a participant and elsewhere on the web loyalty portal:

- Looks up her/his account (points, transactions, profile...).
- Consults the global and participants' offers.
- Issues e-gift certificates.



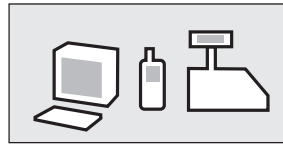
Presents the card to exchange points for rewards offered by participants.



Pays his/her purchases at any participant:

- with the loyalty account.
- with an e-gift certificate (Transactions are secured by a PIN at redemption time).

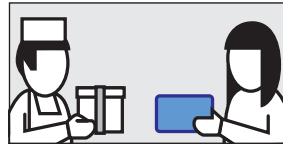
For the participant



The participant subscribes to the programme and chooses one or more kit(s) for points transactions by web access, ATON mobile readers or full POS system.



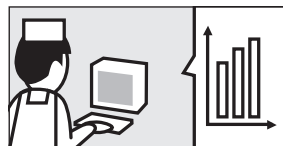
Issues points to customer's based on their purchases.



- Gives members rewards in exchange for points issues by itself, records a payment on members' loyalty account or with an e-gift certificate.
- Gets compensated automatically at month-end.



Keeps up to date the news, special promotions, programme personalisation rules and newsletter on its dedicated web page.



Looks up its account, transactions and statistics on members' profile and behaviour.



Asks the network management for e-mail/SMS campaigns.

For the network management



Customizes the programme to grant its own advantages. Manages coordinated events and promotions.



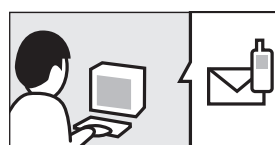
Pilots via the programme the network promotional activities, affluence, games and competitions.



Manages on the web loyalty portal the special offers and news, communicates on advantages, networks and partners.



- Looks up statistics on:
 - members' profile and behaviour in the network
 - effectiveness of promotional activities
- Accesses to customers database.



- Publishes the newsletters.
- Communicates with customers via e-mail and SMS campaigns:
 - directly 1:1
 - by integrating participants' needs

Programme customization based on customers purchases (amounts, date/ time), on their profile and behaviour.

Examples :

Pizzeria

For a minimum purchase of 20 AED, 5% is granted in points (1 point = 1 AED). Members get a free menu valued 50 AED by redeeming 40 points. Members will triple their points on Mondays and Tuesdays from 6:30pm to 8:00pm in April (lower frequentation).

Fashion shop

For a minimum purchase of 50 AED, you collect 8% in points. From 500 AED of cumulated purchases, members can exchange their points for discounts (1 point = 1 AED). 100 bonus points are automatically granted to members birthdays.

Hairdresser

Members collect 10 points (1 point = 1 AED) for each haircut. One haircut costs in average 100 AED. Members get a free haircut after the 10th visit.

No infrastructure needed, no specific installation!

For heterogeneous networks (malls, cities, franchises, master franchisees...)
If web access available, nothing additional is needed.
If not, ATON mobile readers are provided.

For integrated networks
Integration of the loyalty programme with the Point Of Sales system (POS).