CUSTOMER LOYALTY PROGRAM

CUSTOMER LOYALTY AND PROCESS SECURITY

Challenges

Do you use customer cards or loyalty passes to increase customer loyalty or would you like to use loyalty passes but your ERP system does not support you in using the passes and cannot analyze the revenue of the passes?
You have corporate customers whose employees can buy on account, but you are not sure whether they always identify themselves correctly and whether your employees always select the correct invoice account?

The use of customer loyalty passes has many advantages. Loyalty passes have become indispensable as an instrument for customer loyalty in wholesale. You offer your customers many advantages when they use your loyalty passes and you receive valuable information for your marketing. In order to achieve visible results, the use of the passes must be seamlessly integrated into the sales processes. Without a seamless integration, the use of loyalty passes can quickly become very time-consuming.

If customers can buy from you on account, you need to make sure that only authorized people can do so. But identification is often complex and difficult. And even if your employee identifies the person correctly, it can quickly happen that the wrong invoice account is selected.
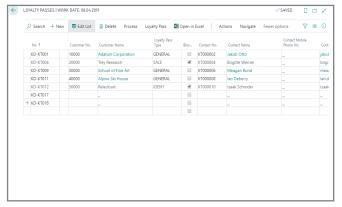
Solution

With GWS Customer Loyalty Program, these problems are a thing of the past. Keep track of all your issued loyalty passes and card programs. No matter whether you issue your own passes or use passes from existing customer loyalty systems,

with Customer Loyalty Program you have all the information at one place.
In the sales process, you can use the passes directly to identify the customer by scanning it into the customer name field. This can be done directly at the beginning of the data entry process or later. In the latter case, Customer Loyalty Program even supports you in assigning the pass to the customer directly in the sales process.
Using the analysis views in Microsoft Dynamics 365 Business Central, you can evaluate all sales made with the passes in a variety of ways. You can analyze individual passes or groups of cards using the pass type. Thus, you have all data, which you need for follow-up actions in marketing or for customer bonus programs.

Added value – at a glance

- Easy managing of all loyalty passes directly in your ERP-System

- Sales process: easy and fast identification of customers

- Precise assignment to the correct invoice account

- Deeper insights for marketing activities

- Easily block and unblock loyalty passes to control pass usage

- An assisted setup makes setting up Customer Loyalty Program child's play

Exemplary representation: overview loyalty pass administration

Loyalty pass types

- Use various customer loyalty systems for your company as loyalty passes

  - Own loyalty passes
  - Loyalty program passes (e.g. PAYBACK)
  - RFID passes
  - Apple Wallet passes or Google Pay
  - …and all other cards/passes that have a unique identification number

- Manage all these passes directly in Microsoft Dynamics 365 Business Central to keep track of your loyalty passes

Features

- If a pass is lost, it can easily be blocked and the use of the pass is protected against misuse
- You can differentiate between different pass systems by using the loyalty pass types
- Identify your customer uniquely by using the pass number in sales
- If you have a scanner, you can simply scan the pass into the sales documents
- You can issue unassigned loyalty passes in the sales process to the customers directly
- The used loyalty pass is stored in the dimensions of all sales transactions and can therefore be analyzed at any time
- Use the sales analysis views to evaluate the sales of your loyalty passes by pass no. or pass type. You can easily transfer this data to Excel and thus have all possibilities to start CRM activities on this data

App Extension

YourPass for Customer Loyalty Program

Your customers' wallets are overflowing with different customer and loyalty passes? Make your loyalty passes digital and take advantage of the fantastic opportunities that digital wallets offers you for marketing and customer loyalty. Make it simple and smart for your customers.

The digital passes are always available because it's in the customer's mobile phone. In addition, the digital pass is interactive, which means you can dynamically change the content of the digital passes or send push notifications and offer location-based services.

YourPass for Customer Loyalty Program gives you the possibility to create digital wallet cards directly from Microsoft Dynamics 365 Business Central. All you need is our Customer Loyalty Program App and a YourPass account.

Features

- An assisted setup makes setting up YourPass for Customer Loyalty Program child's play
- With a touch of the button you can turn your loyalty passes into digital wallet cards
- There is no need to switch to the YourPass website to generate automatic wallet cards
- You can send the pass to the contact's mail directly
- The created digital cards support all possibilities of the Customer Loyalty Program App

Additional information

- Microsoft Dynamics 365 Business Central is required

- Customer Loyalty Program is free to use

Requirements

- Microsoft Dynamics 365 Business Central

- Customer Loyalty Program App & YourPass account

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