



LOYAL CUSTOMERS DRIVE BUSINESS GROWTH
INCREASE YOUR AVERAGE PURCHASE TICKETS BY
40% or more.

ATTRACT

Simple sign-up options and instant rewards make it easy to grow your customer base and provide loyalty incentives that keep them coming back.

ENGAGE

Flexible engagement options enable targeted, personalized loyalty benefits to nurture customer relationships online, in-store, and on the go.

UNDERSTAND

Robust reporting capabilities and customizable loyalty dashboards provide quick insights, so you can see what's working and optimize your programs anytime.

A real-time, omnichannel loyalty engine that works with your point of sale system.

- Easy sign-up across channels & devices
- Offer customized, automated rewards
- Configure real-time promotions
- Launch flexible, targeted programs
- Gain actionable insight across channels
- View a single, master profile for each member
- See all customer interactions in one place
- Advanced order processing options available
- No new hardware needed, integrates with your system

WHY LOYALTY?

-  Grow your loyal customer value and customer relationships
-  Offer real-time, personalized benefits to your customers
-  Increase your customer lifetime value and repeat business
-  Gain multi-channel insights for growing your business

CUSTOMER LIFETIME VALUE

LOYALTY MAXIMIZES CUSTOMER LIFETIME VALUE

WHAT IS LIFETIME VALUE?

Customer lifetime value (CLV) is a prediction of the net profit generated by a customer during their entire relationship with you. There are very sophisticated models to calculate CLV, however a good and simple model is:

$$CLV = \left[\frac{\text{average ticket \$ * \# of visits}}{\% \text{ churn rate}} \right] * \# \text{ of customers} * \% \text{ margin}$$

Note: Use the same time periods for visit frequency and length of relationship.

Loyal customers spend more on average, shop more frequently, and keep purchasing from your business longer; thus substantially increasing their lifetime value.

This number is very important because it will give you an idea of how much repeat business you can expect from a particular customer or segment, which in turn will help you decide how much you can invest to attract and retain these customers for your business.

BENEFITS OF REAL-TIME LOYALTY

Loyalty programs build longer lasting, more profitable customer relationships by providing real incentives that increase the lifetime value

of each and every member. Program benefits, personal engagement, and enhanced customer experiences made possible by the bLoyal system turn anonymous customers into loyal brand advocates.

bLoyal empowers you and your staff to immediately recognize members, engage them directly, and provide instant rewards. Real-time loyalty enriches your customer interactions with personalized promotions, right down to the product (SKU) level, on your webstore or at the point of sale – not only after they've left the store.

RETURN ON INVESTMENT

Loyalty program data will help you personalize your customer engagement and optimize your marketing mix. With omnichannel loyalty, you'll gain more return customers with higher average tickets while better managing your acquisition and retention costs.

bLoyal has an efficient deployment model and attractive subscription options. A typical 10 store retailer has a payback period of less than 6 months and an average return on investment (ROI) of more than 150% the first year, which grows substantially in the following years. You can contact bLoyal to get your own personalized ROI analysis at no cost.

A background image showing a woman from the waist up, wearing a white top and a yellow bag, holding a brown paper shopping bag. The background is a blurred indoor setting with warm lighting.

OMNICHANNEL LOYALTY

MANAGE EVERYTHING FROM ONE PLACE

EASY SIGN-UP

Customer sign-up has never been simpler. Add new members quickly at the point of sale (POS), or entice them to join via your website, social media, mobile apps, and more.

INSTANT ENGAGEMENT

Welcome new loyalty members with instant rewards, automated emails, text messages, or notifications. Provide real-time offers or accruals during transaction flow, without missing a beat.

CUSTOM LOYALTY

Your loyalty program should be as unique as your business. Create custom loyalty rules and campaigns, start with out-of-the-box programs, or reward your loyal customers with options somewhere in between.

TARGETED CAMPAIGNS

Launch promotions down to the individual product level, or base them on categories, member groups or program tiers, and set automated rewards tailored to customer needs, behaviors or store locations.

CROSS-CHANNEL

Provide real-time, omnichannel promotions for members across all sales channels - in store at the POS, while shopping online, or on a mobile web app.

CUSTOMER-CENTRIC

Configure engagement triggers to acknowledge member birthdays, anniversaries, program levels, product category interests, frequent purchases, and other insights.

360 DEGREE MEMBER VIEW

Single master profiles for each member means you'll see transactions, orders, customer preferences, rewards, and engagements made in-store, online, or on the go - in a central location.

ACTIONABLE INSIGHTS

Quickly measure loyalty program performance and analyze member behaviors. Over 70 standard reports, custom loyalty dashboards, programmatic access, and in depth reporting options give you actionable information.

A background image showing a person in a maroon sweater packing a cardboard box on a table. The scene is set in a bright, modern office or retail environment with a green chair and a desk with a laptop and coffee cup visible in the background.

ADVANCED ORDER PROCESSING

A NEW LEVEL OF CUSTOMER ENGAGEMENT

SIMPLIFIED PURCHASING

Advanced order processing gives your customers high-level ordering and shipping options. Take customer engagement to a new level by making it easier for them to buy, and loyalty enable purchases at every touchpoint.

ADVANCED SHIPPING

Extend your shelf and miss fewer sales with advanced shipping options that let your customers order online and pick up in store, order at the POS and pick up later or at another store, and order at the POS for home delivery.

INVENTORY TRACKING

See your inventory in real time across all store locations and take the guess work out of managing the products you sell online.

RECURRING ORDERS

Increase revenue by offering custom club memberships, let customers set up recurring orders and customize or add items to their orders before shipping.

MULTI-STORE BENEFITS

bLoyal maximizes multi-store management and customer experiences with cross-store pickups, real-time inventory transfers, ship-to-store options, tracking across locations, multi-store returns, and more.

ONLINE ORDERING

Purchases made online are loyalty enabled and inventory is synchronized in real time. Your customers will benefit from an improved shopping experience, and you'll never need to manage multiple databases again.

DIGITAL RECEIPTS

Receipts can be emailed to members, sent via text message, and digitally retrieved for a modern and simplified shopping experience.

GIFT CARD ENABLED

Sell and redeem gift cards in-store, online, on the phone, or via mobile web app. Loyalty enable gift cards for instant member rewards, and check balances in real time.