



The five key steps to a profitable and successful customer loyalty program

Maximising loyalty and attracting new customers should be a key strategic objective for all business owners.

Here's why...

The importance of having as many tools available to level the playing field, means that every business owner should look at how they can create or incorporate rewards programs into their business strategies. The result being to Attract, Retain and Reward their customers to maintain and grow their business.

For many business owners, the prospect of engaging in a customer loyalty program seems a step too far. As it stands, we are all so busy managing the business without the potential of yet another area to engage in and manage.

Yet, with the Global market for loyalty programs growing at a rate of over 250% over the next 5 years (\$1.9 Billion to \$5.4 Billion in 2024), the biggest challenge facing you as business owner could well be how to compete with the ever growing reach of a large corporate competitor into your particular sector.

As business owners ourselves, at Gewardz, we recognise both the challenges of running a business and also the threats that can impact greatly on your business.

This is why our approach to working with our clients to create and manage customer loyalty reward programs with them, provides the ideal solution.

There are five key steps to a great customer loyalty reward program that can deliver a return to your business far in excess of any cost implementation.





Step 01

Identifying your Most Valuable Customers (MVCs)

You've have heard about the Pareto principle or the 80/20 rule. In essence a rule of thumb for most businesses is that 80% of the revenues generated within a business can be attributed to 20% of the total number of clients that are served by that business.

On this basis, it makes sense to ensure that these Most Valuable customers should be the first port of call to be identified and singled out for any reward program.

Part of the initial engagement process with Gewardz is helping you to identify these customers through our MVC Sales Matrix™.

This will ensure you get the very most from your Gewardz membership.

Step 02

Identifying the “Wallet share” of your MVC

When we are busy, there can be a tendency to assume that all customer sales and revenues are pretty much the same. Sometimes by taking a moment to step back and analyse the types of products or services that our customers are buying, we might notice that, in fact, they could be buying lower margin products or services from you while also purchasing higher margin products or services from your competitors. This is important to know for a number of reasons.

Recently we worked with a recruitment agency who, having gone through this process, realised that they found themselves busy with high volume but low margin placements with a number of clients while their competitors were “winning” higher margin placements with the same customers. By implementing a rewards program which placed emphasis on also winning these higher margin placements, they were able to grow their revenue significantly within a short space of time.



Step 03

Decide how you would like to reward a customer

Having taken the time to work through steps 1 and 2, you can now focus on how you wish to reward a particular customer or group of customers. Unlike a Business to Customer (B2C) reward program, this approach is very much bespoke to your customer base. For our clients, they see a rewards program as a means of creating competitive advantage without getting involved in a price or discount war with competitors. (Don't Discount - Do Gewardz!)

The Beauty Of Gewardz Is The Flexibility Of How Rewards Are Allocated.

Some examples of the types of reward structures include:

▣ a. A simple thank you

We work with clients who have identified customers to whom they simply want to do something in recognition of the level of loyalty they have shown over the years.

▣ b. Referral Rewards

We work with clients that use Gewardz as a method of rewarding a referral for business and want a meaningful way to reward the referee.

▣ c. Rebate

We implement rebate rewards where a customer is rewarded based on a % of turnover or based on hitting an agreed volume of business over a specified timeframe. Using the reward approach also allow our clients to maintain greater margins as opposed to having to discount prices.

▣ d. Product based rewards

We work with clients who from time to time are looking to incentivise customers to purchase particular products or services with higher margins.



Step 04

The Implementation process

Having taken the time to go through Steps 1-3, the next piece is the implementation process. A key component of the service we offer at Gewardz is that we manage the implementation and customer experience for you. First, you purchase Gewardz points which are allocated to your customers based on the reward criteria you have chosen. Then every point rewarded to a customer can be redeemed onto their Gewardz Reward Card and spent anywhere that accepts Visa®. Traditional reward programs only allow you to redeem your points in restricted and limited ways which often leads to points of no value because they never get used.

Gewardz is all about ensuring you're able to leverage your reward points anytime - anywhere, quickly and easily...isn't that the way a rewards program should be?

You can choose to reward one customer or every customer, it's entirely up to you.

You also have the flexibility to reward for a single transaction or for a certain amount of time.

Having this kind of flexibility means you get to reward your customers in a meaningful way.

Step 05

Monitor the Return to the business

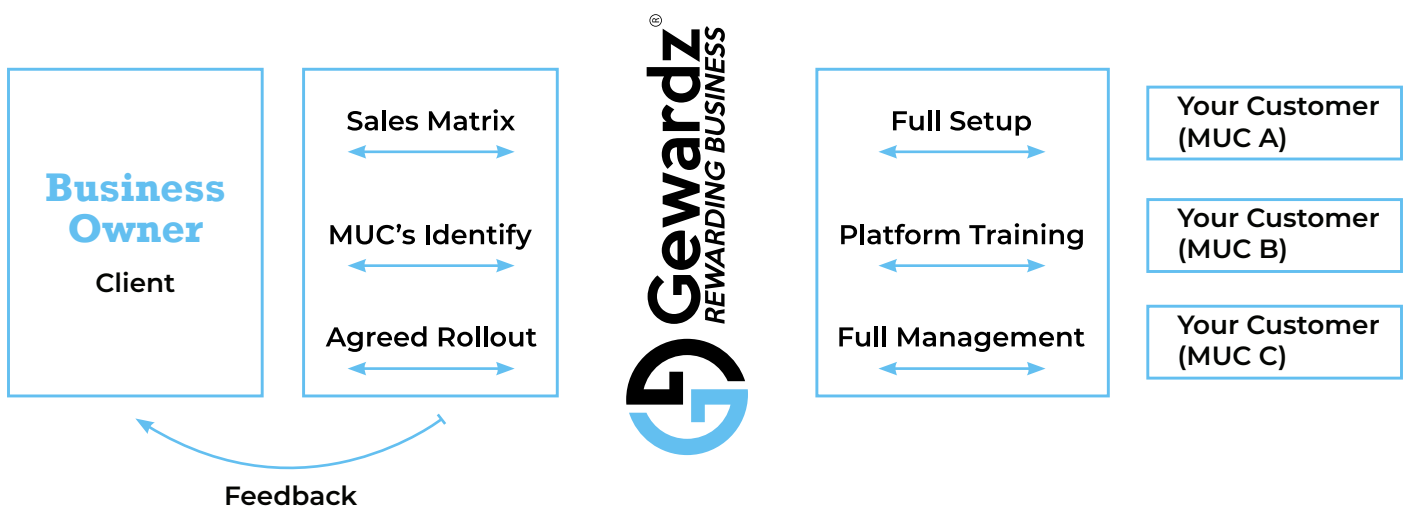
The Gewardz-Rewarding Business® program combined with our powerful MVC Sales Matrix™, has been designed to assist you in your goal to increase sales and profitability for your business by incentivising existing customers to buy more of your profitable products or services, more often.

Next, it's about establishing the key metrics that will define how your business measures the success of your a loyalty reward program.

This can include:

- ▣ Growth in sales
- ▣ Growth in the margin
- ▣ Increase the referrals from affiliates or customers
- ▣ Increase in client retention

Unlike other typical reward programs that adhere to the, "use them all, or none at all" policy. Gewardz gives you the of flexibility of targeted rewarding. What this means for you, is that you have the ability to create, manage and quickly identify which customers your reward points are having the most impact with.





Why Gewardz reward points make sense for your business?

Gewardz was founded by entrepreneurs, who were seeking to compete with large corporate competitors. Coming from service industries, we realised that most service industries are not traditionally known for innovative reward programs. Indeed, through research, it has become crystal clear that this is true for many sectors and industries.

This is something we see as being possible to change quickly that is beyond the usual and conventional reward methods that are predictable and in many cases ineffective and costly to business owners.

We have achieved this by developing our own platform and have teamed up with world class partners including a leading global provider for our Gewardz Members Mastercard® Card.



More about Gewardz

Our ambition is to make Gewardz the "go to" rewards platform for business owners. Our aim is for you to grow your business by being able to reward your customers for doing business with you in a meaningful way, incentivise referrals and market your business activities to other Gewardz members.



How can it work for your business?

Gewardz allows you to utilise our rewards platform so that you can recognise your most valuable customers and referral partners; by rewarding them Gewardz points which they can accumulate and redeem directly to a Gewardz Members Rewards Visa® Card.

Each point is worth its equivalent in Pound Sterling £, which they can redeem anywhere that accepts Visa® and enjoy whatever they want. With no restrictions on where customers can redeem their points is a major key benefit which our Gewardz members find very appealing.

Our Rewards Card Visa® program is operated in conjunction with one of the largest card program providers in North America.

How does it work in practice?

At Gewardz we work closely with you to tailor your own bespoke reward program, providing you with maximum flexibility to create and manage how your own reward program can work.

Whether you decide to reward a customer on a one off basis, or rolling out a time based campaign, having this flexibility is an important part of what we provide.

You get to decide how often you run your own reward campaigns, who you target, and for how long you run a campaign. We will tailor your program to suit your size of business and marketing budget.



“Being able to create and manage our own rewards program through Gewardz® is helping us to achieve our own ambitious growth plans within our business”

Gary



As the business owner, you can also benefit!

Firstly when you become a Member of Gewardz, we personally reward you when you subscribe and start using the services being offered by Gewardz. In addition when you subscribe and use the services of fellow members you can also be personally rewarded with Gewardz points (GPs). You choose how to use or allocate your points including the ability to push your points onto your own Gewardz member's card and spend the points anywhere that accepts Visa®.

When you join Gewardz and begin to utilise member services to help grow your business, these costs are an allowable business expense, while the points you receive are rewarded to you personally, similar to how Avios or Nectar points operate.

As well as all of the additional benefits outlined above, we are committed to sourcing member services that you might not normally hear about but will further reward you and your business.

Part of our ambition is to ensure that all members and their services are vetted, so we maintain a high standard of quality businesses and offers to our members.



"Thanks for your help. I wanted to take the opportunity to give you some feedback as I have found Gewardz to be a great system. It has helped me to grow my business in a very short space of time and I'll be sure to recommend"

Jack