



BUSINESS REWARDS Loyalty Program

THE MOST FLEXIBLE LOYALTY PROGRAMS
Easy to use and customized solutions for your business.

Business Rewards: **What is Business Rewards?**

DotCom Zambia offers great loyalty programs to help you retain customers, grow your revenue and build your business. Whether you are looking to run targeted marketing campaigns, award points on kwacha spent or frequent purchases, our flexible solutions help you implement a program style that is right for you

Get an edge over your competition with a loyalty program that strengthens the relationship with your customers.



Business Rewards: **Why Business Rewards?**

1. Repeat Purchases

73% of marketing managers of various large companies credit "repeat purchase behavior" as integral to the definition of successful customer engagement. - **Forbes**

2. Retain Customers

It costs 6-7 times more to acquire a new customer than retain an existing one... A 5% reduction in the customer defection rate can increase profits by 5-95%. - **BAIN & COMPANY** ⌚

3. Rewards Work to Drive Sales

Customer spending on average was 46% higher for companies that started offering reward programs. -

Marketing Land

Business Rewards: **How it Works?**



REWARDS CUSTOMER SERVICE MODULE

This is a customer service module used by assigned employees, such as cashiers, kiosk staff and/or reward desk staff. The module is used for Client Account Activations, Processing Client Points, Processing Rewards and more... This application works best with NFC enabled devices (if members are using smart cards/ tokens) - but can also function manually on any android device or desktop computer connected to the internet.

**Please note all the functions in the customer service module can also be conducted in the administration module



ADMINISTRATION MODULE

Used by Management / Business owners to manage all aspects of the reward process from creating the rewards to viewing various report.

MEMBER PORTAL: WEBSITE



MEMBER PORTAL: MOBILE APP

ELECTIVE COMPONENTS

Member Portal – This is the optional web platform and mobile application, where members of your reward program would go to set up and manage their reward profile, as well as view their current reward status, transaction history, make customer service inquiries as well as view deals being offered by the business. The member portals are branded with your logo and colors.

Business Rewards: **How It Works (Cont..)**

STEP 1 **ISSUE CARD**

ISSUE REWARD CARDS
OR TOKENS TO CLIENTS
OR GO CARDLESS

STEP 2 **ACCUMULATE & REWARD**

CLIENTS ACCUMULATE POINTS
TO EARN REWARDS

STEP 3 **CLIENT ENGAGEMENT**

CLIENTS CAN TRACK THEIR REWARD
STATUS THROUGH WEBSITE
AND/ OR MOBILE APP

STEP 4 **MANAGE & MONITOR**

MANAGE AND MONITOR REWARDS
VIA A STATE OF THE ART ADMINISTRATIVE SYSTEM
AND CUSTOMER SERVICE MODULE

Business Rewards: **Benefits**



CUSTOMER
RETENTION



INCREASE CUSTOMER
SPENDING



DRAW MORE
TRAFFIC TO YOUR BUSINESS



GAIN INSIGHT INTO
YOUR CUSTOMERS



INCREASE COMMUNICATION
AND REPEAT VISITS



ESTABLISH POSITIVE
WORD OF MOUTH

Business Rewards: **Features**

Branding

This is not a shared reward program-This is a white label program that is custom designed, with your branding.

100% Data Ownership

You own all of the data on your program. This allows you to freely export your data for other uses at the click of a button.

Target Marketing

Business rewards makes it easy to segment customers and send meaningful communications. Find out who your best customers are, or who has not been back in a while and send them a note.

No Transaction Fees

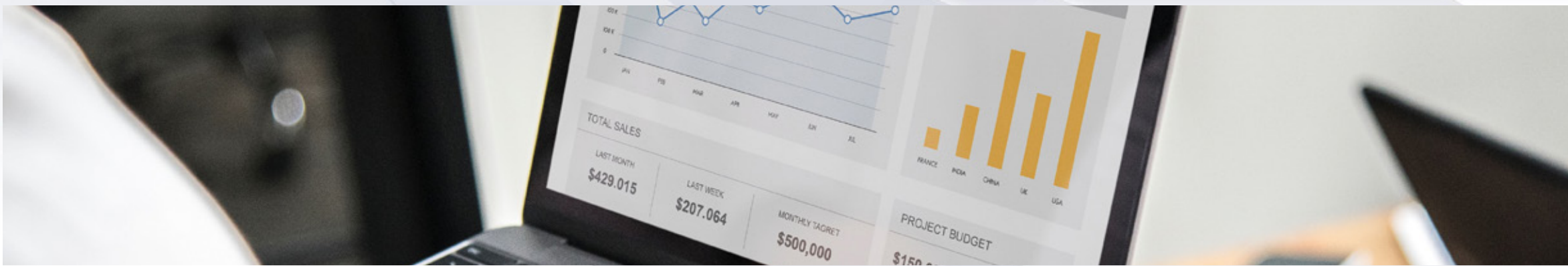
You don't have to worry about how many loyalty transactions you're processing...ever! We never charge transaction fees because we want you to grow your loyal customer base - not be punished for it!

Program Flexibility

Corporate, retail, educational, non-profit, franchise, Big Business, Small Business, you name it - our loyalty platform can meet your requirements and your budget.

Comprehensive Reporting

Your real-time reporting tool lets you review and manage all transactions related to rewards. The reports are also a great way to identify your most valuable customers who are accumulating the most points via transactions.



Business Rewards: **Transaction Capture**



MobiGo

Use the Rewards Customer Service Module on MobiGo Device, your desktop or android phone of your choice to register users, process reward points, redeem rewards and more...

Sticker



Card (Generic)



Wristband



Customized Cards with Member Names



Elite Cards - Embossed with member names



Key Rings and More



PREFER A CARD-LESS PROGRAM?

BUSINESS REWARDS works WITH or WITHOUT Smart Cards/ Tokens - so the choice is up to you!



Use Your Business Reward Token or Cards as a Powerful Branding & Advertising Agent

Business Rewards: Create Reward Campaigns

POINTS PROGRAM I

PP I

Type: *Defined- Fixed Prize*

Description: *A client attains a defined prize when a fixed number of points is attained.*

Example: *Earn 10,000 points and receive a free T-Shirt*

POINTS PROGRAM II

PP II

Type: *Ongoing - Gift Card*

Description: *A Client Accumulates Points which is redeemed for a digital gift card which can be used to claim discounts on your clients next purchase at your business.*

Example: *Earn K100 Gift cards for every 10,000 points redeemed.*

*** Gift card value needs to be used before stated expiration date*

BUY X GET 1 FREE

BX1 FREE

Type: *Defined*

Description: *This program lets you reward customers with a free item based on multiple product purchases*

Example: *Buy 9 meals, get the 10th meal free*

MEMBERS ONLY BENEFIT PROGRAMS

These are special privileges and benefits that are given to to all registered reward members. This makes your rewards program a status symbol. Please note member benefits are not related to purchases or points accumulated. Examples of member only benefit include- discounts on all purchases, access to special services, free gifts per transactions or free upsales.

Business Rewards: **Target Marketing Campaigns**

WHAT IS TARGET MARKETING?

Target marketing (*database marketing*) is the process of segmenting customers by various criteria and connecting with them through meaningful communications. Effective target marketing can help you acquire more customers, secure more sales, realize more profit and increase customer retention and customer loyalty.

We help you build your customer database, Our program allows you to collect and organize essential data about your customers. Then you can segment the data however you wish and connect with customers via relevant and targeted communications



SMS



EMAIL



DIGITAL
MARKETING



Business Rewards: **Target Marketing Campaigns**

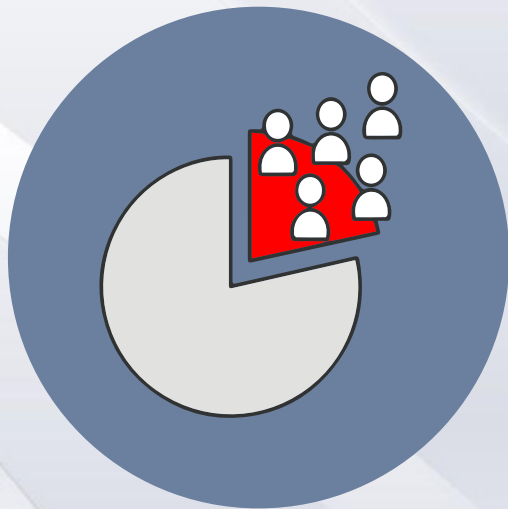
BULK SMS Campaigns - Your reward account comes equipped with a BULK SMS system that allows you to send communications to your members in a few easy steps.

STEP 1



Compose the Text Message

STEP 2



*Select the Receivers by Selecting
"All Clients" or "Send to Segment"*

STEP 3



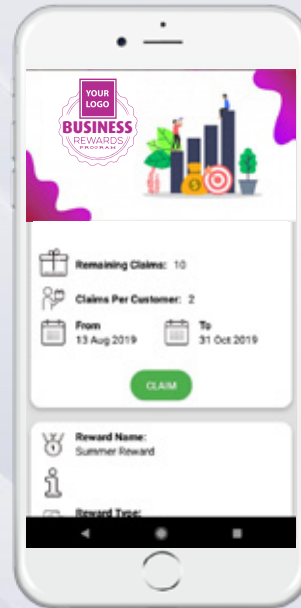
*If Using the "Send to Segment"
Option- Create the segment parameters,
such as, "All Women in Lusaka Above
30 yrs Old"*

STEP 4



Send

Business Rewards: **Target Marketing Campaigns**



GET YOUR BRANDED REWARDS WEBSITE AND MOBILE APP

Your Business Reward System comes with Reward Website and a Reward Mobile Application, both branded with your company logo and colors, that your clients can use to setup, access and manager their reward accounts. In addition clients can receive messages, view promotions and shop for deals.

Business Rewards: **Target Marketing Campaigns**

DEALS AND ECOMMERCE SYSTEM

Use the eCommerce feature to market and sell goods to your clients through the website and mobile application. The larger the number of members enrolled in your rewards program- the greater the opportunity to generate sales for your business via ecommerce in 3 easy steps.



STEP 1



Post the Deals (Limited to 3 Posts) that you specifically want to offer to your rewards members (Don't forget set the quantities available)

STEP 2



The Deals will appear on the website and in the mobile application for your clients to see

STEP 3



The client can then make the order online- choosing to pick up and pay for the item at their nearest store within 6, 12 or 24hrs.

Business Rewards: **Monthly Subscription**

Select Your Monthly Plan According to the Number of Members enrolled in your rewards program

STARTER

0 TO 1000 Members

K500

STARTER PLUS

1000 - 5000 Members

K1000

PROFESSIONAL

5000 - 10,000 Members

K2500

ENTERPRISE

10,000+

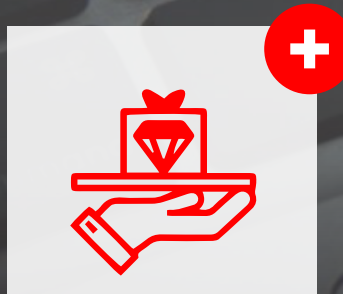
K2500

+0.25N
(per Members)

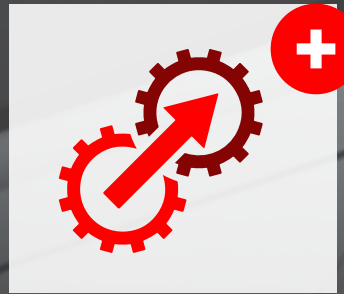
Add ons: Need Additional Services and Features? No Problem



**Customized Business
Processes**



Customized features



**Integrate with
your POS**



**Enhanced mobile app &
Website**



**Dynamic Digital
Marketing services**