

Loyalty



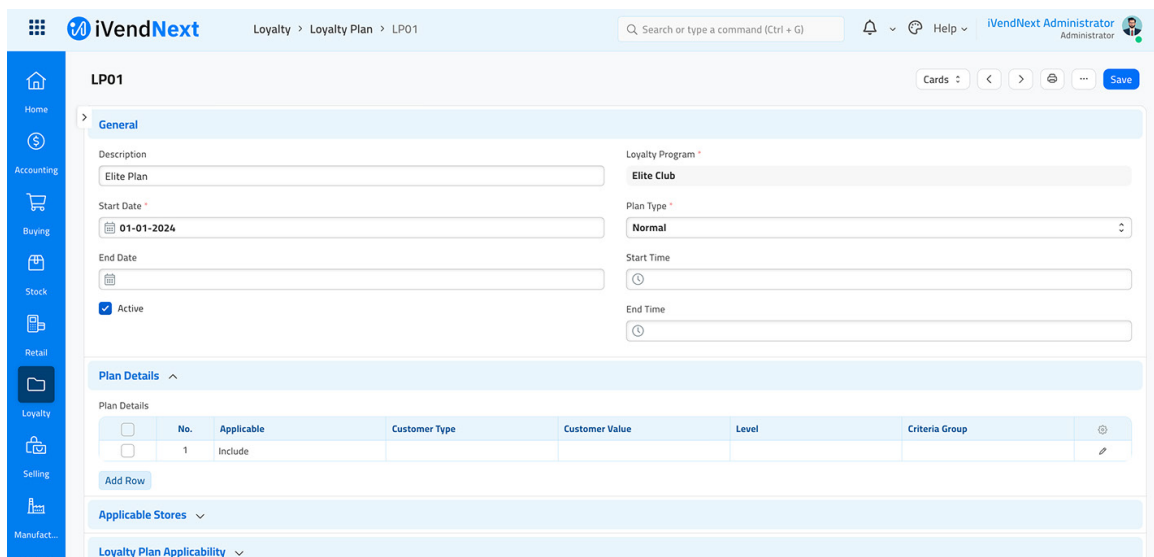
Executive Summary

iVendNext Loyalty is a module within iVendNext that empowers retailers to build lasting customer relationships through flexible loyalty schemes, real-time operations, and seamless integration across channels. Offering configurable plans, tiered memberships, referrals, and group accounts, it enables personalized engagement and targeted rewards. With cloud deployment, and actionable analytics, iVendNext Loyalty helps businesses enhance acquisition, retention, and customer lifetime value while ensuring operational resilience and transparency of customer data.

Program Design & Rules Engine

Craft the perfect program to drive customer behavior. Our powerful rules engine gives you unparalleled flexibility to define tiers, rewards, and complex plans tailored to your specific business goals.

Features	Description
Tiered Membership Levels	Create multiple membership levels like Bronze, Silver, and Gold. This rewards your most loyal customers and encourages others to spend more to reach the next tier.
Spending-Based Progression	Customers automatically move up to higher tiers based on their total spending. It's a simple, fair way to reward their loyalty and increase sales.
Customizable Tier Thresholds	You have full control. Decide exactly how much a customer needs to spend to reach each new loyalty level.
Tier-Specific Redemption Limits	Manage your costs and encourage ongoing spending. For example, you can set a rule that Gold members can only use 80% of their points in a single transaction.
Points/Currency Reward Types	Choose what customers earn. Reward them with simple points or a direct currency value that translates easily to discounts.
Earning Based on Purchases/Activities	Reward more than just spending. Give points for actions like writing a product review or following you on social media.



The screenshot shows the iVendNext Loyalty Plan configuration interface for LP01. The interface includes a sidebar with navigation options: Home, Accounting, Buying, Stock, Retail, Loyalty (selected), Selling, and Manufact... The main content area is titled "LP01" and contains a "General" tab with the following fields:

- Description: Elite Plan
- Start Date: 01-01-2024
- End Date: (empty)
- Active: ☒
- Loyalty Program: Elite Club
- Plan Type: Normal
- Start Time: (empty)
- End Time: (empty)

Below the General tab is the "Plan Details" section, which includes a table with the following columns: No., Applicable, Customer Type, Customer Value, Level, and Criteria Group. The table contains one row with the following data:

No.	Applicable	Customer Type	Customer Value	Level	Criteria Group
1	Include				

Below the table is an "Add Row" button. At the bottom of the interface, there are sections for "Applicable Stores" and "Loyalty Plan Applicability".

Program Design & Rules Engine

Features	Description
Transaction Value-Based Plans	Encourage bigger shopping baskets. Create plans that reward customers with bonus points when they hit specific spending targets in a single transaction.
Temporal Bonus Events	Create excitement for special occasions. automatically award extra points on a customer's birthday, during holidays, or for seasonal festivals.
Configurable Exclusions	Protect your profits. Prevent points from being earned on items that are already discounted, on promotion, or set aside for layaway.
Advanced Criteria for Complex Plans	Get as specific as you want. Build sophisticated loyalty plans using multiple rules to target very specific business goals.
Conflict Resolution Engine	The system handles complex transactions for you. If multiple rewards apply to a single purchase, it automatically uses the rules you set to apply the correct one.

The screenshot shows the iVendNext Loyalty Plan configuration page for LP01. The interface includes a sidebar with navigation icons for Home, Accounting, Buying, Stock, Retail, Loyalty, Selling, and Manufacturing. The main content area is titled 'LP01' and contains several sections:

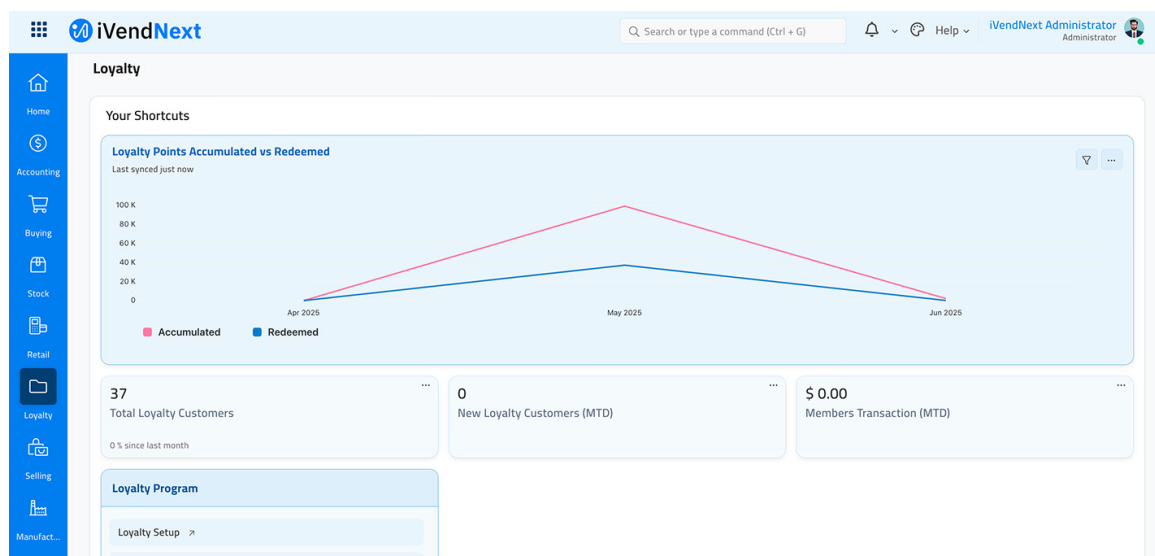
- General**: Fields for Description (Elite Plan), Start Date (01-01-2024), End Date, and a checkbox for Active. It also includes a Loyalty Program dropdown (Elite Club), Plan Type dropdown (Normal), and Start/End Time fields.
- Plan Details**: A table with columns for No., Applicable, Customer Type, Customer Value, Level, and Criteria Group. It shows one row with No. 1 and Applicable set to Include. An 'Add Row' button is present.
- Applicable Stores**: A dropdown menu.
- Loyalty Plan Applicability**: A dropdown menu.

The top of the page features the iVendNext logo, a search bar, and user information for the iVendNext Administrator.

Member Experience & Engagement

Create seamless and rewarding experiences that foster true loyalty. From flexible onboarding to personalized communications, we empower you to engage every member across every channel.

Features	Description
Flexible Member Registration	Make joining easy. Offer several simple sign-up options to capture new members quickly without slowing down your checkout process.
Points Redemption	Let customers use their rewards instantly. They can easily redeem points for a discount on their current purchase, which provides immediate value and satisfaction.
Group Membership	Perfect for families or households. Link individual accounts together into one group to make managing points easier for your customers.
Combined Points for Tier Advancement	Help groups earn rewards faster. Pool points from all family members to reach higher loyalty tiers and better benefits together.
Automated Customer Notifications	Keep your members in the loop. The system automatically sends messages to celebrate their achievements, announce new tiers, or inform them of special awards.
Multi-Channel Notification Preferences	Communicate their way. Send these automatic notifications via email or SMS, based on each customer's preferred channel.



Operational Performance & Reliability

Ensure flawless execution everywhere, every time. Our platform guarantees resilient, secure, and compliant operation across all channels, providing a consistent foundation for your loyalty strategy.

Features	Description
Omnichannel Data Consolidation	See a complete customer picture. Every interaction—in-store, online, or via mobile—updates a single customer profile in real-time.
Resilient Offline Operation Mode	Never lose a sale. If your internet connection drops, the store can keep processing loyalty transactions locally and will sync everything automatically once connected again.

Growth & Insights

Move beyond transactions to drive measurable growth. Leverage advanced tools like referral marketing and integrated analytics to acquire new members and unlock powerful customer insights.

Features	Description
Loyalty Referral Program	Turn happy customers into brand ambassadors. Reward your existing members with bonus points for every new customer they refer to your program.
Multi-Level Reward Triggers	Keep the rewards coming. The referrer can also earn points when the people they referred hit certain spending milestones, creating a powerful growth cycle.
Multi-Channel Referral Capture	Capture referrals anywhere. New members can be signed up through a referral link online or by giving a friend's name at the physical checkout counter.
iVend Reporting & Analytics Integration	Turn data into decisions. Use integrated reports to understand customer behavior, identify your best segments, and measure the true ROI of your loyalty program.
eCommerce Integration	Connect your online and offline worlds. Our pre-built integration with popular eCommerce platforms ensures your loyalty program works perfectly across your entire business.

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