

# Can you buy loyalty?



As competition becomes tougher, the range of products on offer expands and consumers become more demanding. It is becoming increasingly more **difficult to create and maintain customer loyalty.**

Carrying your card in his pocket wherever the customer goes reminds him of „**the close ties**“ to your business. Giving your customer a card will give him the assurance that every purchase enables him to make a purchase and at the same time accumulate loyalty points for future redemption.

**SmartLoyalty AG** offers an **affordable way of targeting the customer** and by implementing **innovative marketing ideas**, strengthen customer loyalty. The **EcoSystems** provide complete customer-card solutions, especially developed for trading.

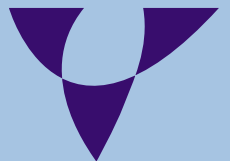
The following options are available for every sector, wish and opportunity:

**loyalty or rebate cards**

**club or customer cards**

**pre-paid value or payment cards**

SmartLoyalty AG



powered by **ACG**

# EcoSystems



## Loyalty or rebate cards

The **EcoSystems** provide a simple but complete electronic loyalty and rebate booklet, even without a PC. The trader books the loyalty points awarded either during the sale or afterwards, in the ratio that he is free to decide and programme. When the customer has accumulated a certain number of points, the trader can reward his loyalty with an individual prize or service (special offers, rebates, vouchers, etc.).

## Club or customer cards

The **EcoSystems** offer an additional service to turn the simple bonus card into a club or customer card. The user quickly and easily identifies himself to the system, which automatically registers who used it, when it was used and which services were bought. A PC databank module can compile the data, creating a valuable customer profile. No matter whether used to take advantage of a free test, as an invitation to a product presentation or fashion show, for a delivery service or participation in a prize draw, the **Eco-Systems** ensure that there are no limits to the choice of additional services you can offer.

## Pre-paid value or payment cards

By using the pre-paid value card, the customer is given the opportunity to load any sum he chooses or, alternatively, a sum specified by the trader. The customer receives an appropriate number of value points on his customer card. With every purchase the customer enjoys the convenience of cashless payment until the amount on the card is exhausted. The card can be loaded as often as the customer wants.

## EcoServices

The **EcoSystems** are flexible platforms, which is necessary because each sector has its own laws. **In co-operation with our customers**, we can adapt the systems to individual market situations and competitive environments.

The **smart marketing ideas** give an additional boost to the customer-card system. With our experience and knowledge of the business sector, **SmartLoyalty AG** is standing by **with tailor-made advice** to enable your own customer card to become reality.

All **EcoSystems** are offered as a complete solution. As customer cards out of the box they are quick and simple to use - even for small businesses. Only the modules which aim at generating the maximum customer loyalty will be taken out of the **EcoSystem** box. Whether you go for the loyalty card, the advantage card or the value card depends on the individual objective.

But one thing is clear: the goal of the **EcoSystems**:

**more loyalty = higher turnover**

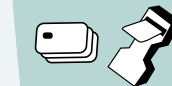
### EcoEasy



### EcoSmart



### EcoMobil



### EcoPC



### EcoConnect



### EcoService



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