

Loyalty



Overview

Zonal's Loyalty solution is a unique web-based platform enabling you to create, run and measure bespoke loyalty programmes giving you the ability to recognise and reward your most loyal customers.

Whether you're looking to build an online programme, loyalty mobile app or physical loyalty card (or all three), Zonal's Loyalty solution is incredibly easy to set up, and with full integration to Zonal's EPoS, redemption and reconciliation at the point of payment is completely automated.

Using loyalty and spend data you can analyse customer trends, optimise your programmes and send targeted marketing communications to increase repeat business and drive sales to the right customer at the right time.

Features

» **Create and run numerous programmes across different sites**

Run different loyalty programmes simultaneously across different sites or brands

» **Multiple formats**

Issue physical loyalty cards, QR codes, barcodes or build your own-branded loyalty app with our mobile app framework

» **Flexible programmes - points, percentage discounts, money off or one-off prize rewards**

Build your own rules and incentives on your loyalty programmes tailored to your business needs, customer preferences and behaviours

» **Fully customisable to your brand**

Fully white-labelled loyalty cards and loyalty mobile app aligned with your brand helping you to create a consistent brand experience

» **EPoS-integrated**

Fully integrated with our EPoS solution allowing automatic redemption and balance check at the POS

» **Card registration and points balance enquiries via your own website**

Using a website widget, customers can check their loyalty balance and any rewards they have earned

» **Enhance and build a customer database**

Collect and build a valuable customer database, combining spend and visit frequency insights



Loyalty was a key part of our brief and we were impressed by Zonal's cost-effective but impressive loyalty package.

Luke Delderfield

Licensed Trade Manager,
University of Hertfordshire

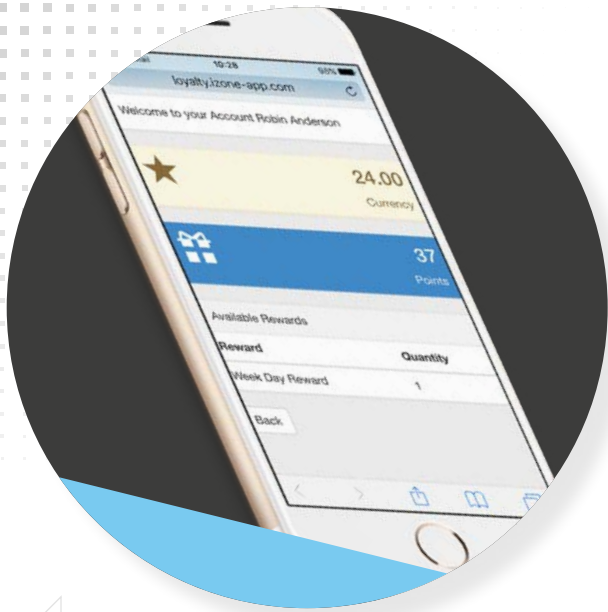
University of Hertfordshire **UH**

» **Reporting dashboard**

Full reporting on loyalty programmes, enabling you to optimise your loyalty programmes and offer tailored rewards to customers

» **Marketing campaigns integration**

Data from your loyalty programmes and spend from the POS can be fed directly in to Zonal's marketing campaigns tool, CampaignsPlus, enabling you to build targeted, automated marketing communications. Alternatively, export loyalty and spend data and import to a marketing campaign tool of your choice.



We have become much more productive as a result and saved an absolute fortune. Investing in Zonal's Loyalty solution has paid for itself already and we will save twice the investment cost each year from now on."

Francis Falvey
Business Support Manager, Liberation Group



Benefits



Easy and quick to set up



Create and roll out multiple customer loyalty programmes at different sites or brands, enabling you to vary the offer depending on the criteria you decide



Significant time savings – once the programmes have been set up, they effectively run themselves



Minimal staff training required, visual prompts on the EPOS to advise staff



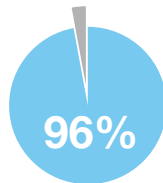
A seamless customer experience at the point of redemption and payment



Increase customer retention and increase sales by incentivising and rewarding customers to come back and visit your venue



Gain insight and track your customers' visits, frequency, spend and other valuable data for marketing activity



96% of the UK population are currently a member of a reward scheme

Further Resources

Case Study:

Liberation group builds loyalty and sales with Zonal

Guide:

Building brand affinity: Smarter solutions for long-term loyalty

Why Zonal?

Zonal is the trusted supplier of innovative, integrated technology solutions to over 16,000 hospitality and leisure businesses. Our award-winning, UK-based training, project management and customer success teams will support you every step of the way; from project initiation right through to go live, you're always in safe hands.