

# Loyalty Program

Create virtual punch cards with The Loyalty Program! Loyalty cards have always been a very popular customer rewards tool. The one downfall is that they are constantly being misplaced or lost. With our Loyalty tool all you need is a mobile phone number and you can have your card punched at the time of purchase. It is important for business owners to implement programs that not only continue to drive customers in but also make them feel appreciated, especially in tough economic times.



## Simple to create

Easily set up a Loyalty rewards program for any client. You will be able to choose program length, what the reward will be and how many points it will take customers to reach the desired goal! Customers can gain points on either purchases or store visits. Since this is all done by phone and SMS Text Messaging, you may think there are people out there who will be able to cheat the system. Fear not! Cards can only be punched at the business through a Loyalty Kiosk or a landing page dedicated specifically to each Loyalty Program known only by the business owner.

Having your customers opt-in and sign up for your program will allow you to build up a database of numbers so that you can send out future promotions, coupons, news and more.

## Personalize your message

Create custom messages for each program. Whether a person wants to check how many points away he or she is from obtaining their prize or you would like to inform and encourage customers to continue to gain points. Add mobile coupons or be creative and think of your own great prizes.

### Add Points (Punch)

Hi %FNAME%, You now have %STATUS% points. You are one step closer to your reward.  
Txt %KEYWORD% to 71441

### Reach Goal (Free offer)

Hi %FNAME%, congratulations!  
Your have reached your goal.  
Your offer is on it's way.

### Check Status (User text keyword)

Hi %FNAME%,  
You are %STATUS% points away from reaching your goal.