



ILION Fidelity Card Loyalty-inducing System

Capture, convince and retain

INTRODUCTION

Looking for the use and development of new technologies and basing its success in marketing relational concepts **ILION Fidelity Card** becomes an effective tool for customer loyalty for a large number of companies and sectors.

Undoubtedly, today is no longer enough to offer a good service or product to the consumer. Such is the quantity and quality of offers, companies need a way to distinguish themselves from their competitors and make customers prefer to purchase in their establishments.

Maintaining a client portfolio committed to the brand, customer incentives to prefer consuming in our establishment rather than another, inculcate new consumption habits, etc ... is not an easy task and therefore we offer our available solution **ILION Fidelity Card**; the best tool to implement in your company a complete Loyalty-inducing System for your customers based on the use of a "loyalty card.

With **ILION Fidelity Card** solution it is possible to launch a loyalty card system controlling every moment contributions of each of the businesses or establishments, the number of transactions, issuing cards, the assignment of points, etc., under a common and centralized management.

This way you can get a more accurate idea of who your target audience is, its strengths, its weaknesses or of those aspects to be improved, contributing to the creation and consolidation of a customer base that will affect directly over economic benefits of your company. The greater the number of satisfied customers you have, the greater the income benefit to your accounts.

ADVANTAGES

- The client feels **identified with the product** and believes to be special for the company . Receives special attention which helps to prevent leakage of customers.
- A **personalized service** is provided, that can be considered more important than discounts or points per purchase.
- You gain a **thorough knowledge of customers**, their preferences, their buying habits so you can optimize your offer and purchase conditions (schedules, forms and terms of payment, delivery ...).
- Based on this knowledge it is possible to develop compensation strategies to your most profitable customers, **reward customer loyalty**, ensure loyalty with various gifts, promotions, discounts etc. which is one of the keys to customer retention.
- The customer feels satisfied as remuneration for his consumption that **stimulates the buyback**.
- This **increases the profitability** as a loyal and happy customer is more profitable than to get a new one.
- Also **revenue increases** due to repeated purchase, issuance of gift cards, etc.
- **It enhances the image** and gains in competitiveness..
- It maintains a personalized communication with customers which increases **effectiveness of direct marketing**.

FEATURES

- **Fully compatible** with other management programs: ILION Fidelity Card does not force you to change your current POS program, it simply manages customer loyalty through an Internet connection.
- Suitable for groups such as franchises, shopping centers, associations, etc. ..
- Possibility of using plastic cards or other customer identifier (password, ID, etc. ..)
- **Simultaneous use and sharing**, consumers can use their "customer card" in any of the participating shops.
- **No need for special equipment**, not requiring complex and expensive devices only need a computer with internet connection.
- **Sending SMS's or promotional** e-mails to registered customers.
- **Total control** by the company on commercial activities conducted by the partners..
- **Centralized work protocols**. All businesses operate as subordinates to its headquarters, it is this who validates new registry's, activates client cards, eliminates shops and amenities.
- Possibility of **customized adaptations** to the specific needs of each client.
- **Minimum investment**: Due to the fact that you only need a card reader connected to the Internet and the various possibilities with regard to the cards, it is possible to implement the loyalty system in your company with minimum costs.

OPERATION

The electronic cards are delivered free to customers and allow users to accumulate points based on the consumption made in the participating establishments.

Each time a customer makes a purchase, his/her card is inserted into the reader, which communicates with a system centralized through a secure connection with SSL certification, via a web browser, requesting the amount of the operation, the ticket number and the name of the seller. This information is sent in real time via the Internet to the management program, which first authorizes the card and returns to the reader the balance of the same, loading a number of points proportional to the amount of purchase.

These accumulated points are entitled to obtain discounts on common products. Trading conditions are set by the manager of the loyalty scheme, which can create different rules depending on the type of customer.

From the management program you can centrally control all transactions done in the different shops, as well as the data of the same: the amount of the ticket, the customer, points, balance, etc. You can view the balance of stores, with total generated and consumed points, create new customers, etc.

This data enables us to understand consumer habits of customers and therefore, guide the commercial and marketing policy and of the company, enhancing the frequency of purchase and increase the amount of the same in order to acquire more points. On the other hand, sets us apart from the competition by bringing a distinctive value and strengthening the remembrance of the brand.

