



Loyalty Solutions



Customer Loyalty

What makes a strong loyalty program? The point of loyalty programs is to increase profits. To that end, loyalty programs should offer incentives to customers that not only drive traffic, but utilize promotions with the most profit return and the least opportunity for loss. Moreover, for a loyalty program to work effectively, it should keep the user's engagement with trackable rewards and continually expanding features and benefits. Customer loyalty programs need to woo consumers to your stores.



Interestingly, loyalty programs in the convenience sector frequently fall short of meeting the consumer's expectations. In many instances, the program isn't built to engender consumer loyalty; it's built to match the competitor offerings. Often put into place and left, unaltered for many months or even years, many convenience store programs are limited to fuel discounts and club card rewards. Consumers like those benefits, but if new promotions and exciting benefits aren't designed for increasing membership and loyalty, you can be giving revenue and margin away, diminishing your brand and losing a larger, more loyal customer base.



According to NACS State of the Industry 2017, promotional awareness in store has continued a steady decline- from 33.9% in 2012 to 17% in 2016. In order to drive profits and increase customer engagement, retailers need to be proactive in promotions- reaching out to customers outside the store and in their daily life.

- Drive consumers into your store with branded mobile apps that push promotional offers as notifications.
- Offer added incentives at the register to increase spend and build on mix-n-matches and day basket top sellers.
- Use analytics to partner with vendors for promotional dollars and increase advertising in store and out.
- Increase your brand awareness with branded cards, fobs and mobile apps- spreading messaging and increasing visibility over competitors.
- Fight tight margins by promoting best-profit items and utilizing user behavior to hone mix-n-matches for truly effective sales.

Marketing

Pinnacle Loyalty will take your marketing to a new level and is proven to put more money on your bottom line. Your loyalty program should work for you and your customers. By delivering amenities and promotions specific to your convenience store customers' needs, retailers can not only drive sales and increase profit margins- but utilize continued consumer information to better plan and prepare for upcoming trends and inventory movement. Pinnacle Loyalty programs bridge the engagement gap between you and your customers.





The Pinnacle Loyalty Solution

Pinnacle's Loyalty is a complete suite of consumer focused tools to make average customers good, and good customers better. Not just an after the fact discount program, Pinnacle's Loyalty suite has a combination of features that will appeal to the majority of your customers.

Instant Rewards – Improve customer visit frequency and spend amounts by evaluating spending habits, then build new programs to get them back sooner and spending more. Quickly and instantly enroll loyalty customers at the store level using Pinnacle's Loyalty Signup Service with the scan of a driver's license or with manual cashier entry of their information.

Driving Promotions – Real-time rewards provide gratification that your customers demand; as soon as they qualify, they receive rewards on the spot. Whether it's a basic punch card program or a complex program that offers rewards after multiple purchase visits, Pinnacle's instant rewards loyalty program supports the simplest or most advanced promotion strategies you can imagine: affinity programs, buy x – get y, dispenser rollback, dollar(s) off, and more.

Pump Authorization – Don't drive your cash paying customers to the competition; enable customers to arm a dispenser, then post-pay. Loyalty cards are tied to a driver's license or other form of identification, and if ever there is a drive-off or other issue, the card can be automatically shut off. Restore convenience, maintain the ability to track fuel theft issues, and provide consumers access to purchase history and account information online.

Self-Hosted Pre-Paid – Sell and support your own custom branded pre-paid service. You control the dollars, and by hosting your own service, you pay zero transaction

fees. Consumers have access to purchase history and balance information online, and you get an additional advantage of knowing what and where these customers are purchasing.

Mobile Payments – Available on the iOS or Android platforms through the Affiniti mobile app. Combine today's credit card fees with volatile fuel prices and you have a recipe for little to no fuel profits. Eliminate the credit card fees with mobile ACH payments, and your fee to process the transaction drops to as low as 15 cents per transaction. You can offer 2, 3, or even 5 cents per gallon discounts for customers who use their debit card instead of a traditional credit card and still end up making more money on the transaction; you *and* your customers win.



Drive Customer Traffic and Increase Profits. Go mobile!

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To learn how Pinnacle Loyalty Solutions can increase profits, drive customer engagement and promote brand awareness- contact Pinnacle today to arrange a free demo.

