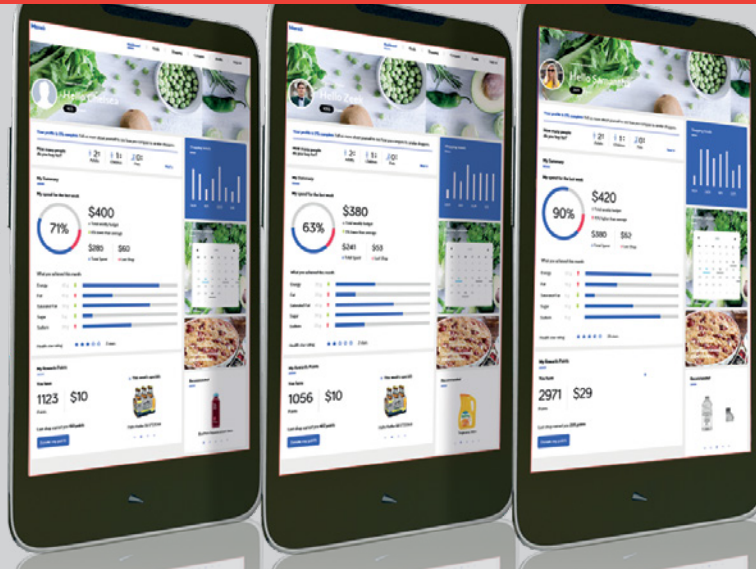


# SMARTREWARDS

## Keeping your customers loyal!



### Why SmartRewards?

- Grow your customers basket spend
- Understand customers needs & buying habits
- Customer access to mobile app for engagement with your loyalty program
- Establish goodwill in the community by sharing rewards
- Execute personalised & targeted direct marketing
- Ensure repeat business
- Suitable for single & group stores
- Point redemption keeps customers shopping within your group

### Adaptable to your business

- Choose what you offer your customer - with or without points
- Support the community by directing customers points to nominated clubs or charities
- Reward loyal customers with instant rewards

### Technical excellence

- The mobile app is your membership card
- A web based paperless solution
- Instant activation at POS
- Integrated with e-commerce
- Merchant portal manages configuration options
- Web reporting & consumer analysis tools
- Direct marketing tools
- Consumer app for budgeting & nutritional monitoring
- Offline mode in case of internet outages

### Cost effective model

- Fixed operational cost
- Point issuing rate is flexible & in your control
- Issued points are a balance sheet entry - dollars don't leave your business!
- You choose the point expiry date including unredeemed points
- You manage the future liability
- No additional service fees are applied to transaction volumes

WORLDSMART.COM.AU

NSW | WSRsalesNSW@worldsmart.com.au | 0413 580 160  
QLD/WA | Ben.IamSing@worldsmart.com.au | 0430 451 573  
Vic/TAS | WSRsalesVIC@worldsmart.com.au | 0403 188 003  
SA/NT | WSRsalesSA@worldsmart.com.au | 0423 605 638



# SmartRewards provides low cost tools To efficiently operate a direct marketing Solution to grow your business



## Advantages of a virtual card

- Remove the cost of printing physical cards
- Customers can use mobile app to store card details & access information
- Shop online - earn & redeem loyalty points

## Enhanced reporting

- Access up to date information via Merchant Portal, such as:
- Customers who haven't shopped in 'x' weeks
- Customers that haven't bought from 'x' department
- Customers who buy 'x'
- Customers who do not buy 'x'
- Customers that bought offer 'x'
- New activated cards within specified time period
- New registered cards within specified time period
- Export with average basket size
- Customer dietary preferences e.g. gluten intolerant
- Customers spending under / over a specified amount
- Customers shopping habits i.e. number of transactions per day
- Customer listing based on postcode(s)
- Filters on reporting for stores or groups, gender, age & household
- Transactional analysis for specified card number or person

## Direct marketing

- Access to captured email, first & last name
- Send files direct to MailChimp for campaign broadcast

WORLDSMART.COM.AU

NSW | Michael.deVos@worldsmart.com.au | 0413 580 160

QLD/WA | Ben.IamSing@worldsmart.com.au | 0430 451 573

Vic/TAS | Sam.Stevenson@worldsmart.com.au | 0403 188 003

SA/NT | Brad.Cock@worldsmart.com.au | 0423 605 638

