



# The Moneris Loyalty Program

Give your customers  
one more reason  
to come back.

**Moneris**   
SOLUTIONS

# Moneris Loyalty Program

## What is the Moneris Loyalty Program?

The Moneris Loyalty Program is easy-to-use and designed to help you encourage repeat customer visits and drive incremental sales. The Moneris Loyalty Program makes loyalty practical and accessible for businesses of all sizes.

## How does the Loyalty Program work?

- Every time a customer makes a purchase, you swipe their Loyalty card so they can earn points toward rewards.
- When a customer reaches a specified number of points, a coupon can be automatically printed on the receipt, or they can choose when they redeem their points<sup>1</sup>.
- Since customers earn points for rewards, the program helps you to encourage repeat business and loyal, long-term customers.
- Use customer information you gather from your program to invite customers to special events, notify them about promotions and more.



## Benefits of the Moneris Loyalty Program

- **Build customer loyalty and increase revenue**
- **Differentiate your business from competitors**
- **Gain customer insight through comprehensive reports**
- **Identify your best customers**
- **Drive repeat sales with targeted marketing and promotions**



## The Moneris Loyalty Program includes

- **Flexible features** – to suit your business
- **A choice between two distinct feature packages and various pricing plans**—designed to meet your loyalty needs
- **Loyalty cards** – brand pre-designed cards with your logo or create your own custom design
- **Online administrative and reporting portal** – perfect for capturing cardholder profile information, managing cardholder accounts, tracking program activity and much more
- **Self-serve online cardholder portal** – allows cardholders to track their points balance and view transaction history
- **Easy set-up** – with no hardware or software to install, the Loyalty program works with your Moneris POS terminal
- **Multi-location business capabilities**
- **Loyalty welcome kit** – tips and tools on how to promote your Loyalty program, enrolment forms<sup>2</sup> and more
- **24/7 bilingual support and service**



Statistics show that **customers belonging to a loyalty card program visit a business, on average, twice as often, and spend four times as much money.**

2007/2008, Parago<sup>3</sup>

Retailers who take meaningful steps to drive consumer loyalty are **88% more profitable** than their competitors who do not.

2000, Deloitte Research<sup>4</sup>

## Want to sign up for a Loyalty program?

Speak with your Moneris Sales Consultant or visit [moneris.com/loyalty](http://moneris.com/loyalty) to find out more information.

Choose a Loyalty Package that Suits Your Business		BASIC	ENHANCED
		Easy to use and understand. Includes everything you need to get your program off the ground quickly and easily.	More features and flexibility to tailor your Loyalty program for your multi-location business needs.
AWARD POINTS	Points Earning Rate	\$1 = 1 point	Define your own points earning rate
	Pre-defined Bonus Codes Enable cardholders to earn additional reward points		●
REDEEM POINTS FOR REWARDS	Automatic Redemption Rewards are automatically redeemed when a cardholder reaches a qualifying reward points level.	●	●
	Manual Redemption Allows cardholders to choose when they wish to redeem and the number of points to redeem.		●
CARDHOLDER INACTIVITY	Points Expiry & Card Deactivation	No expiry	Define your own expiry period
WEB PORTAL AND REPORTING	Merchant Web Portal <ul style="list-style-type: none"> <li>Manage Cardholder Accounts</li> <li>Adjust Points Balance on a Card</li> <li>Deactivate Cards</li> <li>Generate Reports</li> </ul>	●	●
	Unbranded Cardholder Web Portal <ul style="list-style-type: none"> <li>Update Profile Information</li> <li>View Points Balance and Transaction History</li> </ul>		
CARD OPTIONS	Pre-designed Cards with Your Logo or Business Name <sup>5</sup>	●	
	Custom Designed Cards <sup>6</sup>	●	●
PACKAGE OPTIONS	Minimum Number of Locations	1	5
	Monthly Transaction Plans	<b>PLAN 200</b> (200 txn/location/month) <b>PLAN 350</b> (350 txn/location/month) <b>PLAN 700</b> (700 txn/location/month)	<b>PLAN 500</b> (500 txn/location/month) <b>PLAN 900</b> (900 txn/location/month)

For more information, speak with your Moneris Solutions Sales Consultant or visit [moneris.com/loyalty](https://moneris.com/loyalty)

<sup>1</sup> Option for your customer to choose when to redeem their rewards is only available for the Enhanced Loyalty package.

<sup>2</sup> Pre-designed enrolment forms are only available for the Basic Loyalty package.

<sup>3</sup> 2007/2008, Customer Research Report by Parago

<sup>4</sup> 2000, Serving the Networked Consumer: Strategies for Multi-Channel Marketing and Commerce by Deloitte and Touche with Deloitte Research.

<sup>5</sup> Minimum order 200 cards for standard pre-designed cards.

<sup>6</sup> Minimum order 2,500 cards for custom cards.

<sup>7</sup> Moneris, Moneris Solutions and the Moneris Solutions design are registered trademarks of Moneris Solutions Corporation.