

# Moneris® Loyalty Program

> Spa & Salons



## Over and *above* excellent service keeps them coming back

The personal services industry is all about, well, *service*.

With the **Moneris® Loyalty Program**, you can help to increase customer satisfaction by rewarding patrons with points for their visits and purchases, redeemable for special rewards, such as discounts. You can also gain valuable customer insights, and use the information you gather from the program to keep your customers informed about exclusive promotions and events. It's a great way to reward your loyal customer and encourage repeat business.



### Statistics

- An increase in your retention of customers can **boost your bottom line profit by 25% to 100%** depending on your fixed costs.<sup>1</sup>
- Customers belonging to a loyalty card program **visit a business, on average, twice as often and spend four times as much money.**<sup>2</sup>

### Use the Moneris Loyalty Program to help you:

- **Make customers feel even more pampered.**  
You're in business to make customers feel special, so offer your loyal customers exclusive treatments or discounts to encourage them to keep coming back.
- **Encourage frequent visits.**  
The reporting tool allows you to capture customer profile information and track transaction histories, so you can send a reminder to customers when it's time to schedule a haircut or a spa treatment.
- **Cross-promote your products or services.**  
If a customer frequently visits for hair styling, why not offer a discount on hairstyling products sold at your store or offer complimentary samples to encourage future purchases.
- **Make your loyal customer your best advertisement.**  
You can use the program to identify those customers who most frequently visit your store, then notify them about special incentives for referring friends and family.
- **Find out what your customers really want.**  
Generate a member list using our reporting tool, and use that information to send out feedback requests to your customers to help you fine-tune your customer service.
- **Create personalized promotions.**  
Target promotions and special offers based on customer information you gather from the program's cardholder profile information.

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



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<sup>1</sup> "The Wise Marketer & The Loyalty Guide" by Peter Clark, 2010.

<sup>2</sup> Customer Research Report by Parago, 2008.