

A GUIDE TO... LOYALTY REWARD PROGRAMMES

GARDIFF
Epos



It is generally accepted that it costs up to **ten times** as much to attract new customers as it does to keep a current one.

Research shows that a repeat customer spends **67%** more than a new customer – so it makes sense to reward current customers with a loyalty programme to ensure that you keep them coming back to you time and time again.

Gardiff have become a trusted partner in providing us with hardware and software services for our 40 restaurants and takeaways. Their willingness to look at innovative ways to leverage technology to ensure we can continue to give our customers an exceptional consumer experience that truly differentiates us from our competition is essential to the current and future success of our business.

James Lipscombe – Managing Director,
The Chesterford Group

GARDIFF
Epos

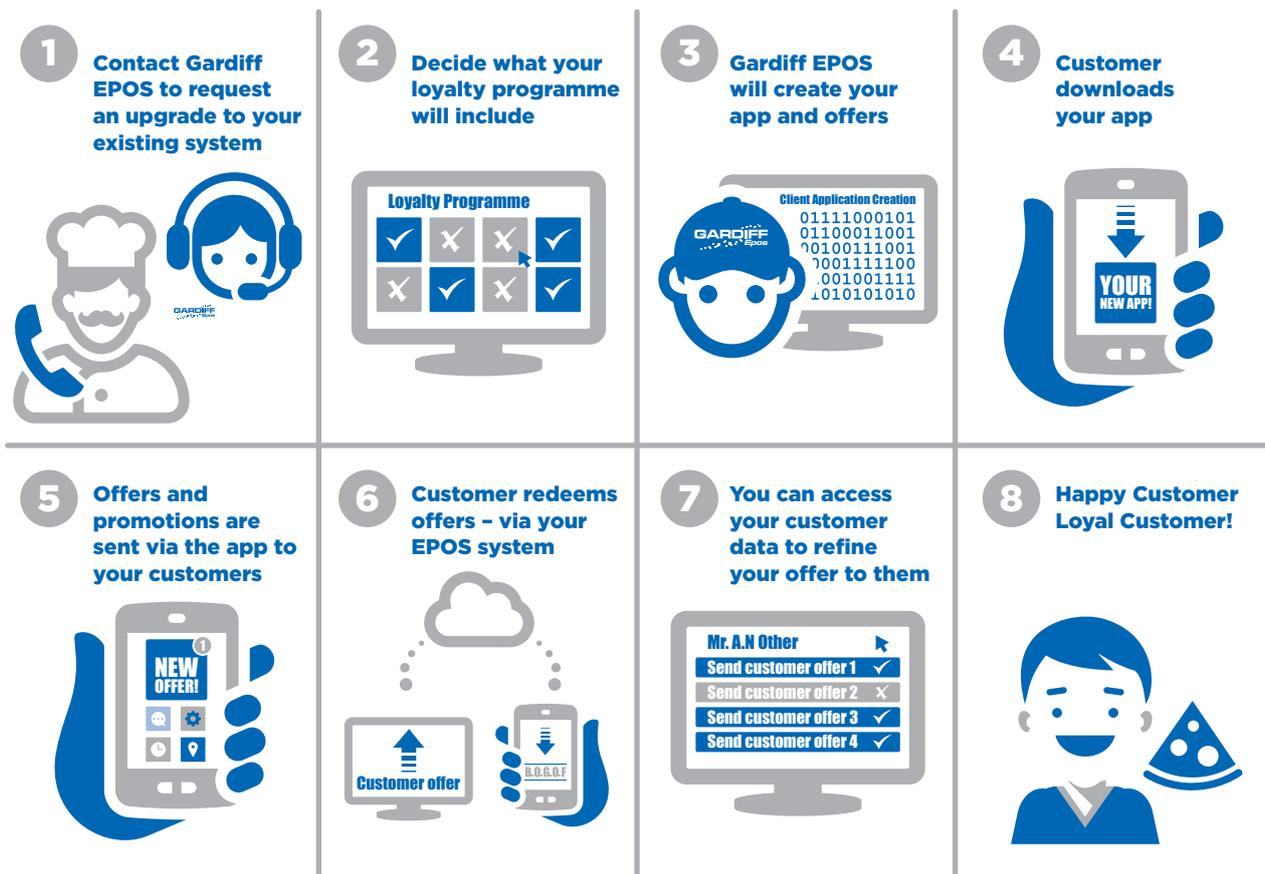
Call us TODAY on 0845 0600 406 or for further details visit www.gardiffepos.com

A GUIDE TO... LOYALTY REWARD PROGRAMMES

Transform your EPOS system with a powerful, flexible loyalty programme that will help you to keep your customers for longer and generate increased revenue for you.

A quick call to **Gardiff EPOS** and we can discuss your requirements for a bespoke loyalty scheme for your business that will work seamlessly with your EPOS system.

It's really simple...



Gardiff EPOS can provide you with all of the tools necessary to provide a complete loyalty scheme to your valued customers.

Take a look at the features that a loyalty programme from Gardiff EPOS can provide



Branded Mobile App

A customised app is the optimal way to keep your business at the front of your customers mind – it allows them to interact with you at their convenience.



Flexible Loyalty Benefits

Surprise and delight your customers with a wide range of loyalty offers such as gifts, offers or incentives.



Actionable Business Data

Drill down in to the wealth of behaviour data that a loyalty scheme can provide and make informed, timely business decision to increase you profitability.



Automated Actions

Once your loyalty scheme is up and running you can be 'hands off' and it will run automatically.



Multi Channel Communication

With your own app you can reach customers wherever they are, send push notifications via SMS, Email and QR flyers.



EPOS Integration

And of course... all of this will link seamlessly with your Gardiff EPOS system to create a great experience for your customers.

If you are looking to provide a loyalty programme to your customers call us **TODAY** on

0845 0600 406

For further details visit www.gardiffepos.com

You can contact us
at our offices

Manchester Office

Orient House, Ground Suite 8
Newton Street, Hyde,
Cheshire, SK14 4RY

London Office

Unit 10, The Cam Centre
Wilbury Way, Hitchin,
Hertfordshire SG4 0TW

TEN REASONS

why you should upgrade
your EPOS system and
provide a loyalty programme
for your Customers

- 1** It is cheaper to keep an existing customer than acquire a new one
- 2** Loyal customers spend more - **INCREASES YOUR REVENUE**
- 3** Drives repeat spend and more frequent visits
- 4** Generates customer referrals
- 5** Grow your own customer base
- 6** Allows you to build an online and social presence
- 7** Get a powerful insight into customer demographics and behaviours
- 8** Facilitates customer communication that can enhance loyalty
- 9** Create and send highly personalised messages and offers
- 10** Keeps your customers from defecting to your competitors

Many businesses quite rightly focus on acquiring new customers, but with a customer loyalty programme you are able to retain these customers for longer, plus generate increased revenue from them.

Gardiff EPOS have teamed up with leading loyalty provider **Como** to provide access to a flexible, bespoke loyalty programme tailored to the needs of your customers.

Make the most of your EPOS system with a loyalty programme:

- Offers a seamless customer experience
- Increase spend by up-selling at your EPOS
- Centralise data - from a single or multiple sites
- Access data from anywhere and at any time
- Personalise customer relationships
- Synchronize in-store and online purchases



If you are looking to provide a loyalty programme to your customers call us **TODAY** on

0845 0600 406

For further details visit www.gardiffepos.com

Call us **TODAY** on 0845 0600 406 or for further details visit www.gardiffepos.com