Loyalty/Reward Program Features

Loyalty and Reward programs are a great tool for merchants to increase the efficiency of their marketing efforts by focusing on their best customers.

BSmart Rewards provides you with a platform, and the proper training, that allows you to offer your merchants advanced features that are easy to understand and implement. The list below contains just some of the capabilities that are available through the BSmart Rewards platform:

Program Freedom

- You can create loyalty, frequency, shared reward, and community reward and charity donation programs.
- Programs can be associated with any or all of your merchants
- Multi-purse allows multiple programs to be associated with a single card

Promo Messages

- Custom Ranges for receipt messages (e.g., After spending $10, message is “Spend $5 more to receive 10% off your next purchase”)
- SMS and/or email messages can be sent when a threshold is achieved

Customer Demographics

- Add Customer data to a card at point of sale or via the web
- Store standard customer data like name, email and mobile phone plus up to 10 custom fields
- Run reports based on stored data

Pre-activation

- Activate a group of cards at once - great for direct mail
- Activate cards with predetermined or zero value
- Activate temporary funds that expire if not used in X days

Auto- Rewards/Points to Cash

- Reward triggers automatically add values to a card when thresholds are crossed (e.g., 100 points = $10)
- Percentage of cash back from a sale converts after a set time period (e.g., cash is put on card seven days after purchase) or when a certain level is hit (e.g., cash is put on card in $10 increments)

Card Sets

- Create separate sets for reporting or marketing campaigns
- Ability to split card sets
- Can generate random or sequential numbers
- Auto-generating number tool is fast and avoids any mistake of duplication

Exportable Reports

- Comma-separated exports available for most reports
- Allows you to export data to other systems for accounting, marketing and statistical use

Marketing

- Merchant can send messages to customers in via SMS or e-mail
- Advanced marketing tools allows for segmenting of customers based on value to the merchant and automates direct marketing

Merchant Restrictions

- Restrict certain transaction types by location and/or employee (adding points, voids, etc)
- Show or Hide web-based reports by location and/or employee

Balance Inquires

- Merchants can check card balances from Point-of-Sale or Online Merchant Portal
- Cardholders can check their own card balances online
- Managers can run a report to see total amount of all cards with balances

Importing Legacy Programs

- Use cards from an old program
- Import balances and transaction history from an old program
- Once imported, information appears on our system as if it was there from day one

Card Management

- Merchants are able to deactivate or “freeze” a card if lost or stolen
- Cards can be reactivated once found or after expiration

Expiration

- Choose expiration by activation, inactivity, fixed, or fixed recurring date
- Cards can be renewed after expiration, or renewal can be restricted
- Changes made to program expiration instantly affect all cards in field

Transaction Activity

- Display transactions by day, week, month, last 30 days, last 7 days, or any custom date range
- Drill down transactions by store, employee number, terminal, and card
- Full transaction history available in real-time via web

Multi-Merchant Settlement

- Centralized reporting for organizations that pool funds into one account
- De-centralized reporting for organizations that keep money in accounts owned by separate merchants (e.g., separately owned franchise stores)
- Per-merchant report privileges allow report access to any or all locations

Quick Glance

- Dashboard displayed on merchant portal
- Year-over-year graph for transaction volume comparison
- Easily view status, total balance and unused cards on-hand