



LET'S TALK ABOUT RETAIL

Do you want to boost your customer engagement with a retail reward solution?



Why does loyalty matter?

We provide an end-to-end solution for retailers that is flexible, powerful and gives retailers everything they need to boost their brand loyalty and keep customers coming back for more.



Challenges of this industry

Understanding customer behaviour & buying journey across online and offline channels.

Broken connection between online and offline experience, increasing expectations of shoppers

How to achieve loyalty

Understand what makes your customers tick, and keep them coming back.

UNDERSTAND CUSTOMERS

To truly start transforming your customer relationships, you have to understand what they like and appreciate first. Our loyalty solutions come with a range of data capture options that make it easy to understand and reward customer behaviour.



CAPTURE CUSTOMER DATA

If you're already capturing customer data in an ePOS, CRM or ERP system we can directly import it into our platform for a hassle-free integration. If you're not, our card-linking and receipt-scanning solutions are quick and cost-effective ways to get started.

Popular tech for this industry

Here are a few of the ways White Label Loyalty's tech can help you achieve loyalty in the retail industry.



REFERRALS

A loyalty program boosts your acquisition as well as retention, and we want to make it as easy as possible for your customers to refer you to more people.



EPOS INTEGRATION

Complete integration with your existing ePOS systems for a frictionless customer experience and valuable insights for data-driven brands.



MARKETING MODULE

Engage with your customers with the right message at the right time and through the right communication channel.

Retail loyalty best practices



Drive desired behaviours

Offer rewards to drive repeat visits and purchases, and use our event-based system to drive any desired behaviour.



Personalisation

Use data to personalise communication, sending targeted promotions, product recommendations, and birthday greetings to foster a sense of connection and loyalty.



More than rewards

Offer unique experiences, such as early access to sales, personalized shopping events, or behind-the-scenes tours.

Suggested use case

B2C LOYALTY

Get closer to your customers, incentivise their behaviour and personalise their offers. Make any behaviour rewardable with our event-based loyalty engine and become the brand of choice.



For more information:
whitelabel-loyalty.com