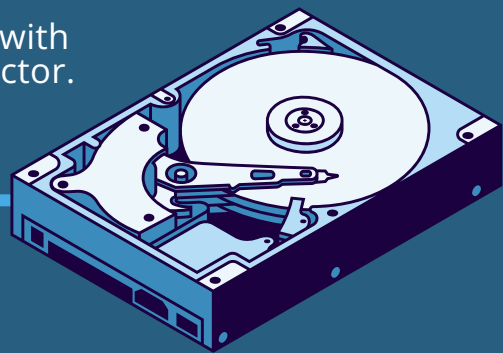
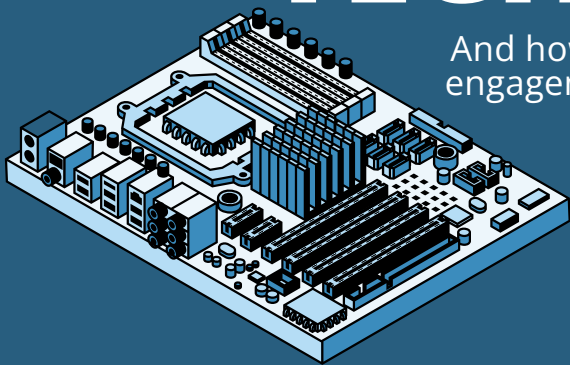




# LET'S TALK ABOUT TECH INDUSTRY

And how can loyalty programs help with engagement and retention in this sector.



## Why does loyalty matter?

A loyalty program can help you build a seamless customer experience, integrated with your existing infrastructure and facilities to drive higher conversion rates and user engagement.



## Challenges of this industry

You want to engage customers but developing loyalty in-house is costly and limited.

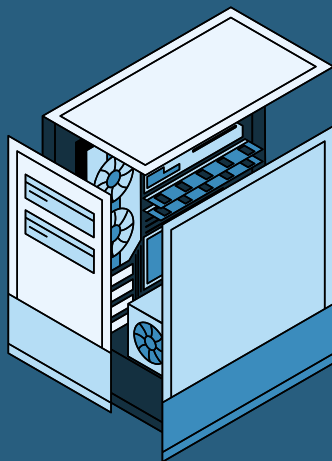
Staying top of mind requires more than just a great product, but engagement is hard.

## How to achieve loyalty

You need something simple you can just plug in into your platform or app and that can successfully drive loyalty and engagement.

### SWITCH ON LOYALTY

Our powerful loyalty API allows you to easily switch on loyalty within your existing infrastructure. Drive desired customer behaviour, incentivise customers to stay with you and reward them for their loyalty. All within one simple integration.



### CUSTOMER ENGAGEMENT

Use rewards and incentives to create gamified activity and engagement. What's more, you can use the collected data to uncover insights you previously missed. Update and refresh your customer experience to start building long-lasting relationships!

## Popular tech for this industry

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



### LOYALTY ENGINE

Make any customer action rewardable with our event-based architecture, from social media activity to referrals.



### REWARDS MARKETPLACE

Choose from our rich suite of rewards: we've got 1,000s of pre-integrated rewards waiting for you.



### SDK

Create your own loyalty app by integrating our platform into your existing program with our software development kit.

## Technology loyalty best practices



### Tiered loyalty program

Offer a tiered-points system where customers can earn points for actions like reviews, referrals, UGC: more engagement means more perks.



### Leverage social media

Social media is a great tool for marketing and advertising your brand, but it can also be an amazing tool to help you build long-term relationships.



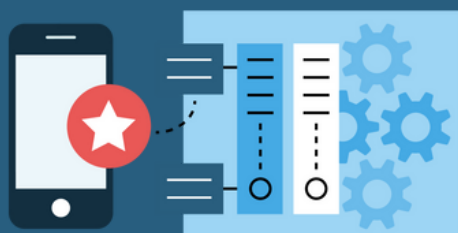
### Build user communities

Creating a community around your products and services is one of the best ways to build loyalty in the tech industry.

## Suggested use case

### LOYALTY API

We provide you with a flexible loyalty API that can power your existing infrastructure or front-end: build your own interface and integrate our API into your existing infrastructure.



For more information:  
[whitelabel-loyalty.com](http://whitelabel-loyalty.com)