

GETTING SMART about LOYALTY

Retailers have been using loyalty programs to build customer relationships and encourage repeat purchases for centuries. As early as the 1700s, American retailers were offering customers copper tokens with purchases that could be redeemed at a later date. Today, technology means retailers can be much 'smarter' about their approach, monitoring behavior and purchasing habits of individual shoppers to personalize offers and drive sales. From startups to 'one of every corner' operations, loyalty is a scalable and worthwhile investment.

LOYALTY – the BOTTOM LINE!

Engaged customers:

Buy

90%

more frequently (Rosetta)

Spend

60%

more per transaction (Rosetta)

CHOOSING the WINNING FORMULA

37%

of consumers prefer
card-based programs

33%

prefer digital programs

30%

are not sure

Hybrid programs (combining
apps and smartcards) cater to
everyone

Almost

60%

of customers are more likely to join a rewards
program that offers a smartphone app

SMART LOYALTY: benefits of a HYBRID PROGRAM

Make rewards
more personal
based on:

Purchasing history

Location

Leverage NFC for
easy integration
between smart
cards and apps;
details can then be
shared between
the card and
smartphone in a
single tap

Easily integrates
with increasingly
popular payments
methods e.g.
contactless and
mobile (mobile
payments are
set to increase
by 1000% in 2015
according to Deloitte)

Consumers can monitor progress using
apps, so they know how many more
coffees they have to buy to get a free
one for instance

Design freedom
for a variety of
form factors like
key fobs, wrist
bands and
stickers

Increases functionality
with ability to store
more personal data
due to encrypted
security on smart cards
and smartphones

Multi-application
capability (transport,
access, payment) – all
in one card

NXP: EMPOWERING LOYALTY PROGRAMS

NXP is a co-founder of NFC, which underpins smart loyalty solutions, and offers a comprehensive range of secure technology to support the spectrum of loyalty programs (including MIFARE4Mobile and MIFARE SDK).
For more information, please visit <http://bit.ly/1BCuYUN>.

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