

Marketing - Loyalty

Loyalty Program

Loyalty, Function Overview: Loyalty marketing helps you retain customers – which help you increase profits. The typical business loses almost half its customer base every five years. Businesses that understand the impact of this customer attrition and take steps to stem losses can realize dramatic profit gains. Increased profits result from reduced acquisition costs, increased cross-selling, a high customer referral rate, decreased price sensitivity, and lower operating costs.

On average, the cost of acquiring a new customer is five to 10 times greater than the cost of retaining a current customer. Do you know what share of your current customers' business your business has today? It's not uncommon for very successful businesses to have less than 50% of their current customers' business.

Repairers that are on the cutting edge of loyalty programs reap lasting benefits. Being the first repairer in your area to launch a loyalty program pays real dividends.

The first business has the advantage in customer retention — and latecomers into mature loyalty environments have little hope of gaining incremental business, or spend a great deal trying to make inroads. Either way, being the first in is an advantage.

Customer loyalty is different from customer satisfaction. Between 65% and 85% of customers who defect report that they were satisfied or very satisfied with the repairer from which they removed their business. Customer satisfaction is extremely important but customer loyalty is the key to repeat purchasing and long-term success. Microbase has created strategies that allow you to retain high levels of customer service and satisfaction as well as achieving high levels of customer loyalty. Automation can help you do all of the above. The goal of every business is to improve the bottom line. If you are interested in gaining and retaining customers then please consider using the loyalty program.

Automation Premium has the ability to allocate points to a client reward account based on dollars spent. It is suggested these points be redeemed for a free service; functionality allows for the entry of a redemption value on the service record. A statement of points to date is also printed on the invoice if the track loyalty point's function is set to true in the site settings.

Reward Statement

Points to Date	0.00
Points added/redeemed	164.00
Total Points	164.00

Automation prints a loyalty statement on the invoice

Loyalty, Settings: Before you can use the loyalty program the settings need to be correct for the feature to operate. Select file / settings from the top of the screen go to the program options tab flag track loyalty points to true, save with OK or F12. Next you need to decide which services will initiate the loyalty program, how many points will be allocated for each dollar spent on those services and which services will have a redemption value and how much. Once these decisions have been made you are ready to set your loyalty parameters for each service

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Site details Database settings

General options

- Keep track of service parts for make/model
- Track loyalty points
- Hide hours on service (default)
- Track RSA RSA contact number 1800 622 222
- Auto-procedure on job close
- Auto-format text fields Apply to every word
- Alternate price display in parts and service lists
- Step by step booking process

Setting Loyalty in Site Settings.

Loyalty

- Loyalty trigger
- Points per dollar 1
- Point cost 1600

Setting Loyalty in Service Form.

Loyalty, Redeeming A Reward Service – Enter the service onto the job card in the normal way, select the service from the parts & labour section of the job card by pointing and double clicking on the line item. Flag the field use loyalty points to true, the clients reward account will be checked to ensure there are enough points available to cover the service if the account does not cover the point value a message will be displayed. If the account contains enough points to cover the service the points will be deducted from the total and the retail price of the service is displayed as zero.

Note: The service must be flagged with a redemption value to be used as a reward service

Job #164

- Hide hours on this invoice
- Redeem loyalty points

Redeeming a Rewards Service.

Automation

Loyalty Points

164

Cancel OK

Adjusting Loyalty Points.

Loyalty, Establishing a Plan: Select services from the diary screen, highlight the service you wish to initialise the loyalty plan and select edit. Go to the section on the service record titled loyalty, there are three fields When a service with a trigger set to true is performed points will be accrued for each subsequent service that is flagged to issue points. No reward statement will be printed on the invoice if the loyalty program has not been initialised.

Loyalty, Viewing Points Allocation: To view the number of points allocated per service to a client open the client listing, highlight the record you wish to view, double click or select edit (F2) from the bottom of the list. The client form is now in view select the history tab, click on the loyalty button to display allocations by job.

Loyalty, Adjusting Points: Open the client listing; highlight the record you wish to view, double click or select edit (F2) from the bottom of the list. The client form is now in view select the profile tab, click on the loyalty points to date (the number) double click a box is displayed with the number of loyalty points entered in the amount field. Edit as required and save your changes with OK (F12).