Loyalty XT powered by COMO®

Loyalty XT powered by Como is an affordable, in-house loyalty solution tailored for small to midsize businesses that offers a complete toolkit for rewarding customers and helping businesses engage in rich communication with them.

This solution combines personalized loyalty experience, marketing automation and data-driven insights in an easy-to-launch package that is fully integrated with Revel's point of sale (POS) platform. With Loyalty XT, merchants will have a seamless customer engagement solution at their fingertips.

At a Glance

Using data-backed insights, Loyalty XT enables hospitality and retail businesses to drive loyalty and increase customer spend.

Benefits include:

• Marketing automation tailored to bring customers back

• Easy loyalty registration enabling new loyalty members to sign up from anywhere (Revel POS, website, or wherever their guests may be)

• Customer gifts incentivizing guests to sign up for loyalty programs

• A points-based system or punch cards so loyalty members can earn rewards for purchases

• Birthday gifts and personalized incentives for loyalty members

In addition, Loyalty XT is quick and easy to learn, so operators can market their brand the best way possible. The marketing suite available through this solution includes:

• Dashboard access offering operators detailed insights on how to grow their businesses based on customer data

• Customer relationship management (CRM) access to find and filter customers for marketing communications

• Customization of promotional dates and times to increase points accrual and boost customer traffic

Features

Customer Relationship Management (CRM):

• Ability to import an existing member's database

• Access to a loyalty management portal in the back office

• Ability to register members through multiple channels (POS, Web Forms, SMS, Email)

• Ability to find members, filter and segment through the CRM

Personalized Loyalty Program

• Allow loyalty members to accumulate points per purchase amount and redeem as cash discounts

• Provide a personalized gift for customers who join their loyalty program

• Offer loyalty punch cards for use in stores

• Give access to a web portal for customers to keep track of their rewards

• Create personalized birthday campaigns, specific promotions around a certain day and/or time, and create win back campaigns for customers who haven't visited in a while all through SMS or email

Communication Tools

• Send personalized SMS to your customers

• Send customized emails to your members through an email builder

Revel
SYSTEMS

Get started today! Give us a call at **+1 (833) 437-3835** or email **info@revelsystems.com**