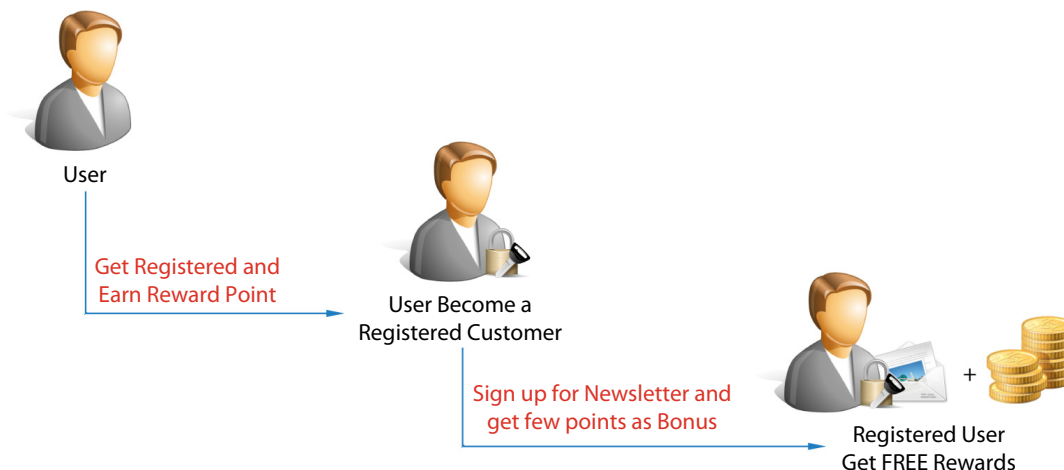## Customer Reward Programs

Customer rewards can prove to be a highly efficacious tool in generating sales. Incentives for customers are known as loyalty programs or customer rewards programs. Any marketing campaign can be livened up using a customer rewards system.

The primary purpose of having incentives:

- Reward customers who make repeat purchases.
- It's a highly effective way to encourage customer loyalty.
- It prompts the customer to return to your website, thereby increasing more product visibility.
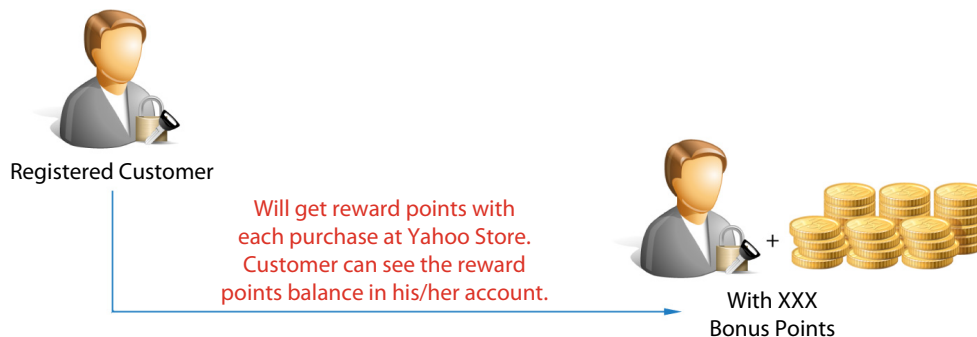
How Rewards system works?

- Registered customer of Yahoo Store can use this Reward feature.
- Customer can earn Reward points though their purchases.
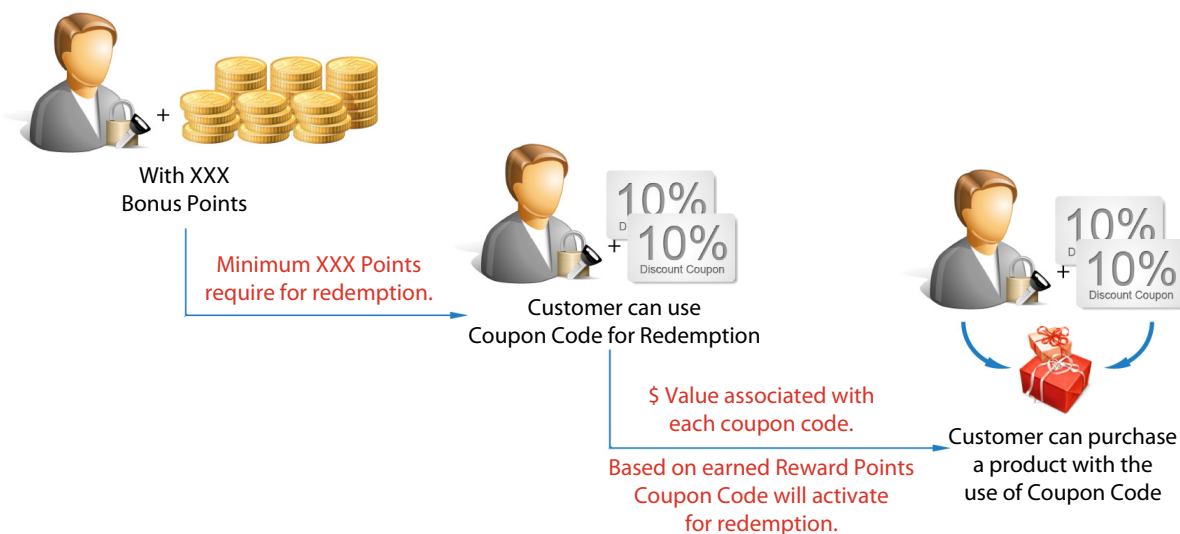- We can offer XX points to all newsletter subscribers.

User

Get Registered and
Earn Reward Point

User Become a
Registered Customer

Sign up for Newsletter and
get few points as Bonus

Registered User
Get FREE Rewards

Customers can see their Reward balance in account detail.

- Each Reward point has some $ value.
- There must be minimum Reward Points required for redemption.
- Customer can get reward points with every purchase.
- We only offer Pre-configured COUPON CODE on redemption request.
- COUPON CODE is valid only for single purchase of Registered Customer.

Registered Customer

Will get reward points with
each purchase at Yahoo Store.
Customer can see the reward
points balance in his/her account.

With XXX
Bonus Points

KaiZen commerce

With XXX
Bonus Points

Minimum XXX Points
require for redemption.

Customer can use
Coupon Code for Redemption

$ Value associated with
each coupon code.

Based on earned Reward Points
Coupon Code will activate
for redemption.

Customer can purchase
a product with the
use of Coupon Code

Below are the key points:

- Registered User will get 50 Reward Points.
- If they signup for newsletter they can get 25 more Reward Points.
- Customer can see Reward Points status in his account.
- There are minimum 1000 points required for redemption.
- Once customer crosses 500 Reward Points mark, a coupon code will activate for him/her.
  Which can be used for purchase.
- Coupon code is valid for one use only.
- Gift Certificate is not available instead of Coupon Code (else yahoo will consider this as a sale)
- Once customer uses Coupon Code relevant Reward Points will be deductd from his account.
- Here critical issue is - You need to create a COUPON CODE on each redemption request.

Contact us today for more information on how we can expand your business

Why work with us?

- Experience of development of 500+ e-Commerce solutions
- Expert analysis of your project requirements
- Better understanding of your business goals
- Unique and easily understandable methodology
- Efficient development process and process-oriented work
- Quality assurance with PDCA Model (i.e., Plan, Do, Check, and Act)
- Dedicated project manager for your project
- 24 x 7 x 365 emergency support
- Prioritized future support to existing clients
- Excellent customer service

Contact

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