

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.

The idea here is to give your consumer a better reason to shop with you, and that is what the Customer Rewards System is all about!



As an e-Commerce business owner, you can determine how the customer reward program works. You set a threshold for the number of points required for customers to redeem their rewards. You can also specify what kind of incentive to offer them, which can be in the form of discount towards future purchases, free gifts, or gift certificates.

Merely installing a customer rewards program may not be enough - you should also consider doing the following:

- Ensure that the website, checkout, and rewards system are all easy to access and simple for your customers to use.
- Display image or text links about your customer initiatives program throughout your e-Commerce site so that customers are able to get the extraneous information they may need - Ideally these links should be located in different areas such as headers, footers, and sidebars. This ensures that no matter which page visitors may land on, can still reach the customer initiatives page.
- Provide detailed information when instructing them on how to redeem their points. One of the most frustrating things for customers is not knowing where to redeem points or getting unexplained errors when completing a purchase.
- Go over all the small details of your website and view it like a new visitor - then make relevant modifications to your site.

Here are some options for Customer Rewards:

- Buy three, get one free.
- Weekly raffles via social media outlets like facebook, blogs, and twitter.
- For every 5th purchase of the day (for your website), that customer receives a FREE GIFT.
- 20% off your next purchase, after your 10th purchase.
- Monthly raffles via email subscriptions.
- 5-10% off your next purchase when you fill out a Customer Survey.
- 10% off your next purchase for any customer referrals (customer needs to submit the name of the person who referred them)
- Build-a-Point - every dollar amounts to 1 point. Incentives start at 100 points.



Great service and quality work is never truly complete without superb customer service to top it off. We are proud of our work and would be happy to discuss what we can do for your company.

We understand that time is money - and we strive to save you both.

Here are some of the ways we prove our commitment to excellence:

- During website development, we pay attention to minutest of details and believe in an acute designing eye, always working towards perfection.
- We design the "catchy" layouts to give special emphasis on textual quality and presentation.
- Here at Kaizen, we are process oriented - which means we carefully go through and inspect all work that is given to us.
- Sticking to the deadline is one thing, but we believe in delivering the work prior to the fixed deadline, in order to ensure enough time for rigorous user testing.
- We provide an excellent, professional look and feel to new e-Commerce websites, and can also redesign existing stores to add that inimitable, brilliant touch.
- In the unlikely case that you are not satisfied with our work or services, we assure you with 100% money back guarantee.
- We provide you with a fast turnaround and one-month technical support at minimal rates.
- Our project managers are available to assist you with all your technical issues via Yahoo/MSN messenger. Basically, our professionals are always here to serve your business needs, anytime, anywhere.

Contact us today for more information on how we can convert more customers to your website.

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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