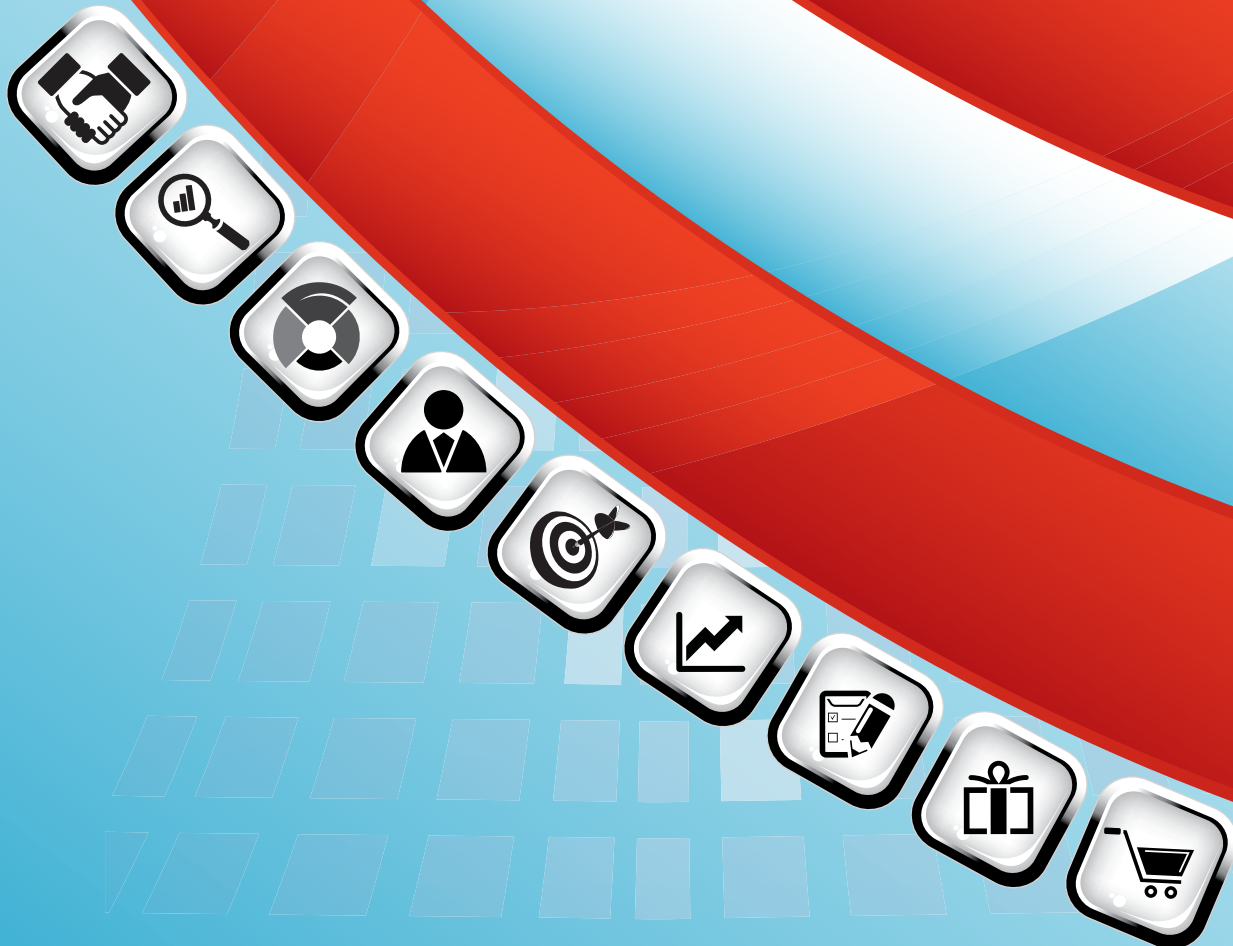


# the Loyalty **box**

If your business could **talk**, what would it say?





## FOR THE MERCHANT

A front-end web administration panel that allows you to manage your program(s).

### PROGRAM TYPES:

- Loyalty; gift card; frequency; shared reward; charity; pre-paid; bank (debit/credit)
- Closed loop or Open loop programs

### SOPHISTICATED RULES ENGINE:

#### Set custom EARN and REDEMPTION rules, per:

- Program; Card Type; Card Holder Demographics; Store Location; Date & Time; Amount Spent; Goals Reached

#### Reward a customer for an event type:

- **A visit:** Get a free cup of coffee on your 3rd visit.
- **Points reached:** Get R100 bonus when you reach 500 points
- **Utilization:** Swipe your card 20 times this month and get a free movie ticket.
- **Spending Tier(s):** Spend R100 or more and get 5% cash-back ; Spend R1000 and more and get 10% cash-back; Fixed 5% on ALL purchases
- Unlimited Rule creation

#### Incentivize your Card holder:

- If you do X then you get Y; If you reach X points then you get Y reward

### SUPPORT FOR MULTIPLE STORES:

- Franchises or Multi-Nationals: Connect multiple store locations under one umbrella and your card holders integrate across all stores immediately.
- Co-operative Programs: Connect different store brands (Different Franchise groups or National Merchants) into ONE Retail Panel and manage it all in one environment. Each store will see their OWN reporting.

### CARDS:

#### One Card, multiple stored values:

- Ring-Fenced Value: One card could store cash, points or unlimited custom values. Each purse (wallet) can be used at a single location or many.

**Customer Data: Link customer securely to the card.  
Main contact information + 10 custom fields.**

#### PRE-ACTIVATION AND IMPORT

- Import existing cards and historical transaction data into the system and track them inside THE LOYALTY BOX.
- Activate cards with a predetermined value (Currency or Points)

#### MULTI-CURRENCY:

- ZAR; USD; GBP; EUR all on one card with Points; Ice-cream's (Anything you can think of)

#### GLOBAL PRESENCE:

- Support for multiple countries: You can lock card use to a certain country OR allow card holders to swipe and be rewarded at participating merchants across the world.

#### REPORTING TOOLS:

- Program Utilization; Card Holder Demographics; Total Card Balances; Store Stats; Top Performing Stores; Transaction Detail and many more. Export ALL data to run through your own reporting tools.

#### TRIGGERS AND AUTO REWARDS

- Merchants can set triggers based on customer purchase behaviors that will activate customized reward and transaction messages. Example: Auto-reward customer on their birthday.

#### COMMUNICATIONS

- Send messages to customers in certain card programs via SMS/Email
- Auto-replies on transactions (SMS/Email)

#### CUSTOMER CRM:

- Customer information attached to each card. (Up to 10 custom fields) | Get insight into customer behavior | Spot trends | Identify your best customers | Bring back dormant customers

### FOR THE CARD HOLDER

#### Customer Front End:

- Web based or Cell phone balance enquiry: See all their balances from each purse in one location.
- Balance check at point of sale of any participating merchant.
- Call Centre Support for reward/benefit/partner enquiries.



#### WHAT IS IT?

**Loyalty Box: Insights** takes all the information coming in from your business operations and converts it into a language that you can understand, giving you insight into your business like never before and allowing you to have a conversation with your business for the first time.

Ask questions about your customer; best products; busiest times; best and worst employees and then go even further...ask what promotions you should run and to who exactly. Then track and measure everything to the cent!

#### Step 1: GET YOUR DATA

- It connects to all the information that you want to analyze: Your POS system; Your Loyalty System; Your Customer Info (CRM); Operational Info; Locations; Your Supplier Info etc
- In most cases you would upload at least customer data that includes full demographics and transactional loyalty card data. **(Don't have? We can help!)**
- You can analyze your customer data in relation to anything! Just load it in and then compare.

#### Step 2: ANALYZE

- Open up your Loyalty Box: Insights Report - All the information you want is now available in nice and easy to use "interactive" dashboards

#### Anything you want to know!

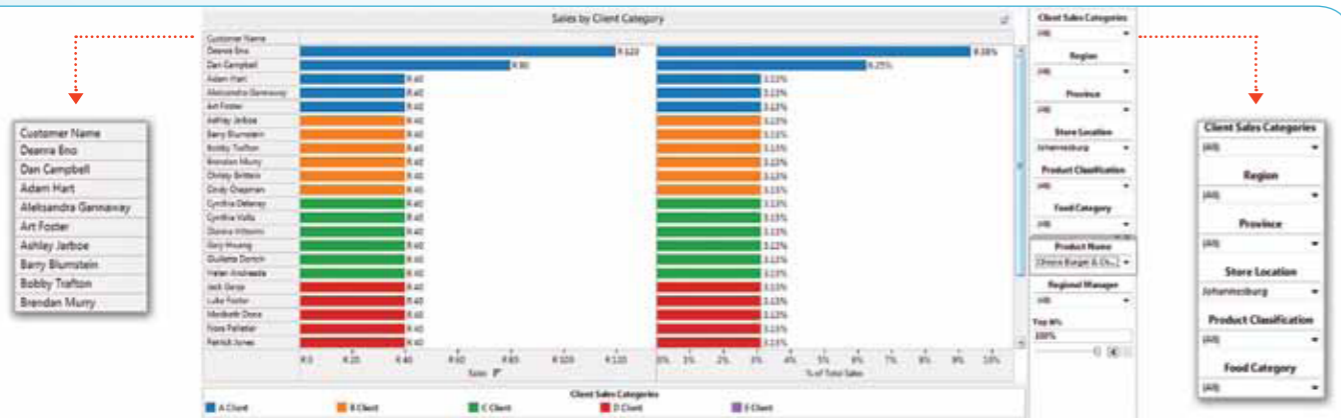
- **Customer Segments:** Performance broken down by segment (High Value | Average and Low Value Customers) | Age Groups | Transaction History)
- **Product Performance:** Best products by supplier | location | customer segment | date range and more.
- **Employees:** Best sales agents | tellers | floor staff | store managers

#### Advanced Insights:

- Which customers are about to leave?
- What product is customer A most like going to buy next?
- What product should you add to your offering and which should you remove?

#### Custom Dashboards:

- You decide what you want and we will create it for you!



### Step 3: TAKE ACTION

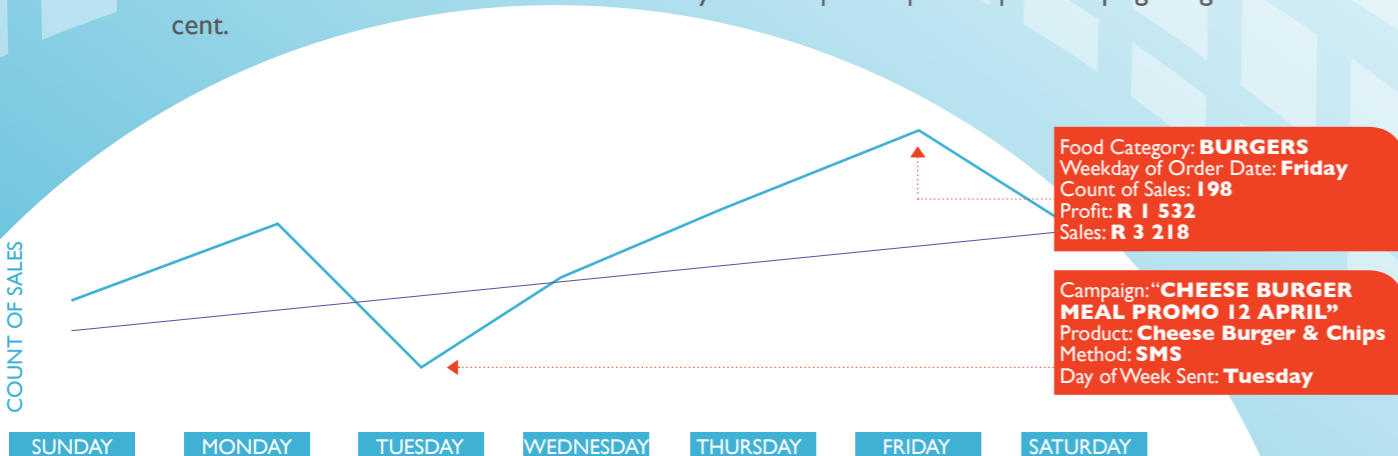
- Use the **Loyalty Box: Insights** dashboards to take action! The example above shows you our “Promotion Dashboard”. The promotion dashboard tells you who you should send a specific promotion too and who will most likely respond.
- **Example:** You will notice we asked for ALL customers who buy the Cheese Burger & Chips product and who eat at the Johannesburg Store. The promotion dashboard then pulls back all the customers and ranks them from best to worst. You can then send them an SMS or email, promoting your Cheese Burger & Chips special just to those customers who you **KNOW** love it.

### ADDITIONAL FILTER CRITERIA:

- Closer Than | Between | Further Than... “X” km/mi ; Spent “X” in the last “Y” days ; Spent at “X” merchant | store location | loyalty partner; Number of transactions must be less than | more than | between; Transaction Date and many more!
- Your **OWN** custom fields.

### Step 4: MEASURE SUCCESS

- After running your SMS campaign you will be able to track the results in your dashboard. (Track results LIVE: Optional).
- **Example:** In the dashboard below you can see the SMS Campaign “Cheese Burger Meal Promo 12 April” was sent out on Tuesday to the customers who love the Cheese Burger & Chips meal. You can then see the increase in sales for that product over Wednesday through to Saturday.
- You can **FINALLY** measure the success of your SMS | Email | Radio | TV campaigns right down to the cent.



## Loyalty Box: COMMUNICATIONS

### Relevancy is critical!

- We combine geo-location and customer behavior tools to manage our communications. It allows us to map out all your customers in relation to all your stores and then target communications based on a customer’s distance from a particular store and their historical transactions or behaviors.
- **Example:** we can send out a promotion **ONLY** to loyalty card holders, aged 25-30, male, living within 5km from your Canal Walk outlet and they must have spent more than Rx.xx on Product B in the last 30 days.
- Dear “John”, is no longer targeted or relevant. The Loyalty Box Communication tools will allow you to get the right message to the right customer and drive response rates and your bottom line.
- **Customers will love you.**

## Loyalty Box: MEASUREMENT

### No more wasted advertising budgets!

- Using a combination of The Loyalty Box Insights and our Communication Tools, we are able to work out the results of the marketing campaigns and effect on the bottom line spending.
- We can track the effect an sms campaign has on a Thursday vs a Saturday as an example or how many people responded to your promotion on Product A.
- This type of reporting allows us to accurately calculate the Return on Investment for the loyalty program and it allows you to measure your success down to the cent.





# TOKENGROUP

Token Group is a specialist Loyalty Agency and Lifestyle Rewards Company servicing more than 60 000 customers; 1 10 000 loyalty memberships; 200 merchants and 800 Brands across South Africa every month.

We have resellers in 5 countries who license our IP and technology systems to run their own lifestyle and customer loyalty programs.

With our own range of products, call centres, courier services and custom technology we are well positioned in the South African loyalty market to provide real value to the SA consumer

**SUPPORT CHANNELS** For all required assistance, contact:  
0861 186 536 or email: [support@tokengroup.co.za](mailto:support@tokengroup.co.za)

Token Group owns and operates the following popular lifestyle products:



# iQ Retail

INTEGRATED ACCOUNTING SOFTWARE



## LOYALTY PRICING GUIDE

IQ RETAIL CUSTOMERS CAN NOW  
**ENJOY 'ENTERPRISE GRADE' CUSTOMER**  
LOYALTY FEATURES.

*Customer loyalty built into your POS.*

*Know your customer. Know your market.*

*Loyalty program. Gift Cards. Prepaid Cards.*

PARTNERSHIP BETWEEN IQ RETAIL & TOKEN GROUP

TEL 08611 | TOKEN | 0861 186 536 | FAX 086 617 4673 | PO BOX 21167, HELDERKRUIN, 1733  
SUITE 2, BUILDING 5, RUISIG OFFICE ESTATE, RUISIG, GAUTENG, SOUTH AFRICA

Registration Number: 2003/008806/07



**TOKENGROUP**

# LOYALTY PRICING GUIDE

## THIS IS THE SYSTEM THAT RUNS YOUR LOYALTY PROGRAM AND INTEGRATES WITH YOUR POINT OF SALE SYSTEM.

### SETUP FEES:

Store Setup Fee	R950.00 once off *p/store **volume discounts apply	<b>Notes:</b> Only applicable to NEW merchants. We set your company up on our systems with the ability to load your store locations.
<b>MONTHLY FEES:</b>		
Loyalty Box Software: Store License p/month	R450.00 p/m *p/store **volume discounts apply above 100 stores	<b>Notes:</b> <ul style="list-style-type: none"> <li>• Loyalty Box - Merchant Dashboard</li> <li>• Documentation &amp; Training Material</li> <li>• 100 000 Transactions (Can be extended)</li> <li>• 100 000 Customers (Can be extended)</li> <li>• Gift   Loyalty   Stored Value Programs</li> <li>• Multi-Purse Programs</li> <li>• Reporting Dashboard</li> </ul>
Point of Sale System: Integration License p/month	Estimated: R100.00 p/m *p/store **please confirm with your POS provider	<b>Notes:</b> Features may vary, depending on your POS Provider. Please speak to an Approved Loyalty Box Consultant for details.
Support (Included)	Email & Telephonic Support	

## THIS IS THE ANALYTICS TOOL THAT TURNS YOUR BUSINESS DATA INTO ACTIONABLE INSIGHTS.

### SETUP FEES:

Loyalty Insights & BI Dashboard	R5000 once off *Optional Live Dashboard available from R15 000	<b>Notes:</b> <ul style="list-style-type: none"> <li>• Insights tool is designed specifically for your business.</li> <li>• Plugs into your POS system</li> <li>• Plugs into your Website Analytics</li> <li>• Any other data sources.</li> </ul>
<b>MONTHLY FEES:</b>		
Loyalty Box Insights: Store License p/month	R1500.00 p/m *p/store **volume discounts apply above 5 stores	<b>Notes:</b> <ul style="list-style-type: none"> <li>• Store Performance Dashboard</li> <li>• Staff Analytics</li> <li>• Product &amp; Service Analytics</li> <li>• CRM &amp; Loyalty Analytics</li> <li>• Marketing Analytics</li> <li>• ROI Measurement</li> <li>• Documentation &amp; Training Material</li> <li>• Customizable to your needs</li> </ul>
Point of Sale System: Integration License p/month	Estimated: R100.00 p/m *p/store **please confirm with your POS provider	<b>Notes:</b> Features may vary, depending on your POS Provider. Please speak to an Approved Loyalty Box Consultant for details.
Support (Included)	Email & Telephonic Support	<b>Notes:</b> Get a loyalty & crm consultant looking after your account and providing invaluable advice.

## OPTIONAL SERVICES

Communications	SMS = R0.50 p/message Email = R0.50 p/message	<b>Notes:</b> <ul style="list-style-type: none"> <li>• Use Geo-Location &amp; Relevancy tools to target customers VERY specifically, reducing your communication budget significantly &amp; guaranteeing results!</li> <li>• Speak to your Loyalty Box consultant about our communication guarantees.</li> </ul>
Ad-Hoc Work & Consulting	R450 p/hour	<b>Notes:</b> Need MORE? Speak to us about your customized needs.

All prices excluding VAT