



## Customer retention: Collecting points

With the “Collecting points” module your customers receive sales-based bonus points. The collected points can then be used by your customer as a means of payment.

Bonus points reward your customer’s loyalty. bonVito enables you to issue either internal or cross-company points:

### Points within the company

The points are bound to your company, i.e. customers can only collect and redeem these points when shopping at your company. If you have several branches, this naturally applies to all branch locations.

### Cross-company points

These points have cross-company functionality. With this kind of collection, points can be collected and used as a means of payment at all bonVito acceptance points. Your customers can use the card in several shops and you can profit from clients that your partners acquired. The points are offset among the participating companies monthly through bonVito clearing. The management of your campaigns and promotions is of course strictly separated from those of other bonVito partners.

Each point is equivalent to one cent. When creating the campaign, you decide yourself how many points you want to issue to your customers per 1 euro/GBP of sales. You also decide how many points your customers must collect before they can use them as a means of payment. For example, you could specify that customers must have collected at least 1,000 points (equivalent to 10 euros/GBP) to be able to use this credit for shopping.

The points are offset at the POS system. If desired, you can restrict the date of issue to single weekdays to adjust it to your company’s demands.

### Example campaigns:

- “You’ll receive 10 points for every € 1 of sales on our cocktails.”
- “You’ll receive 5 points for every euro of bread sales at our chain of bakeries.”
- “As a VIP customer you’ll receive 20 points per euro/GBP of sales on all our products.”

