



RedCat SmartLoyalty

A web-based loyalty program that keeps your customers coming back for more!

RedCat SmartLoyalty enables business users to build and manage a valuable member database. Customer loyalty cards can be used with the point of sale terminals to accumulate points or redeem points for goods. How does this differ from your average loyalty program? It is fully automated and more effective because it provides you with the intelligence you need to get to know your loyal customers and reward them accordingly.

This cutting-edge loyalty module is seamlessly connected to your website. The website has the ability to prompt the client to register the card to become a member of the program, providing you with email and postal addresses, phone numbers, demographic information and much more. This information enables you to provide your clients with relevant and targeted marketing messages. The loyalty cards are also customised to promote your brand identity and the specific benefits you extend to your loyal patrons.

Cumbersome coffee cards are a thing of the past. Businesses that use SmartLoyalty can offer customers genuine incentives to return; they know the names of their members on arrival, what their favourite beverage is and when the patron last visited. Overall, SmartLoyalty makes it easy to deliver a personalised experience that supports genuine customer loyalty.

Inexpensive, automated and a powerful customer relationship marketing tool, this module is a must-have for the hospitality business of today.

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