Real-Time Rewards

Real-Time Rewards is an end-to-end, real-time, tender and ID neutral, point-of-sale solution that helps merchants like you track your customers’ shopping and spending patterns. Our solution enables you to deliver valuable, better-tailored promotions and relevant rewards that inspire even greater purchasing behavior from your customer.

The Challenge

Merchants face many challenges with their customers in building and maintaining a successful business, including:

**Customer Retention** - Retaining customers is difficult to achieve and sustain, but is a valuable revenue-generating and cost-saving effort.

**Incremental Customer Value** - Increasing the spend and frequency of existing customer purchases is a necessity for revenue growth in today’s marketplace.

**Building Strong Customer Relationships** - Merchants struggle with tracking customer purchasing behavior and spending habits, capturing customer data, understanding who the customer is and how to use customer data to build strong, valuable relationships.

**Ineffective Marketing Campaigns** - Lack of targeted customer knowledge results in mass marketing campaigns that have little effect on customer behavior.

**Customer Acquisition** - Merchants’ acquisition process for new, valuable customers is more costly than retaining existing customers and can be very ineffective.

The Solution

Functioning in real time, the Real-Time Rewards point-of-sale (POS) and reward platform captures customers’ purchasing behavior at the POS. This data helps you create customized loyalty campaigns that identify customer purchase patterns, which enables you to offer appropriate, effective promotions and rewards. These targeted campaigns and promotions help build brand loyalty and promote customer retention as well as increase customer frequency and spend. Customer-specific communications and promotions can result in more valuable customer relationships. Real-Time Rewards helps you create, expand and manage your loyalty program so marketing campaigns are better-tailored to your most valuable customers, more effective in influencing customer behavior and make your marketing dollars work harder.

**Merchant Benefits**

- Influence desired customer behavior
- Create customer brand loyalty
- Reward most profitable customers
- Build valuable customer relationships
- Opportunity for increased revenue

**Customer Benefits**

- Personalized brand experience
- Status as a valued customer
- Receive effective and relevant offers and rewards
- Ongoing program communication
- Immediate reward gratification
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Here's How It Works

First Data works with merchants to help create the best loyalty programs and campaigns.

1. First Data and the merchant work together to create a strategy and objectives based on overall loyalty program goals and consumer targets.
2. Customers sign up for a merchant's loyalty program and register online.
3. The loyalty transaction and purchase data are captured at the POS and stored in the loyalty database.
4. Merchants can evaluate this customer data to better define customer's behavior through segmentation.
5. Through this segmentation, merchants can identify specific customer trends: most profitable, greatest spend, most frequent, etc.
6. Understanding these trends enables merchants to evaluate current campaigns and make quick decisions to modify existing or create new targeted campaigns.

Features

Real-Time Rewards can help increase your sales and customer loyalty with:

Real-Time Offers, Rewards and Messaging - A promotion and its subsequent reward are triggered in real-time at the POS.

Targeted Offers and Rewards - Create a wide-range of program promotions and the right mix of reward options.

Tender-Neutral Offering - Any payment type may be used - cash, credit, debit, check, stored-value, etc.

Allows Any Loyalty Identifier - Plastic card, magnetic stripe, bar code, phone number, key fob, RFID, payment-enabled phone, birth date, etc.

Supports All Types of Loyalty Programs - Merchant, Issuer, or Coalition.

Customer Relationship Management Tool - Manage and segment customer registration and transaction data down to the SKU level.

Flexible Web-Based Reporting Tool - Online reports help merchants make quick business decisions.

Effective Customized Communication - Delivered at point-of-sale, e-mail, e-coupons, cell phone, Web site, etc.

Web-Based Campaign Tool - Provides an intuitive Web interface to manage your overall loyalty programs.

Customer Facing Web Site - Provides program details and an additional communication channel for merchants.

A Global Leader in Electronic Commerce

First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. Serving millions of merchant locations and thousands of card issuers, we have the expertise and insight to help you accelerate your business. Put our intelligence to work for you.

For more information, contact your First Data Sales Representative or visit firstdata.com.