

The 5 Cornerstones of Customer Loyalty

Maximizing Customer Retention

Are you set to redefine the retail landscape? Delve into the pivotal strategies in customer loyalty that are transforming how businesses build lasting relationships. Here are five innovations you shouldn't miss:

Omni-Channel Loyalty Solutions

Nisum's collaboration with loyalty stakeholders created the "[Omni Channel Wallet](#)." This unified platform lets customers manage rewards, tenders, and offers seamlessly across all touchpoints, eradicating the need for physical copies. Through this, we redefined customer acquisition, engagement, and retention, ensuring they get the most out of every interaction.

Results You Can Expect:

+10%

increase in spending in the loyalty program's highest tier

+55%

increase in mobile sales year over year



Subscription Box Business Model

Nisum introduced a [subscription box pop-up](#), tailored based on user interaction. Analyzing positive feedback led to full-scale implementation. This connected a customer's profile, loyalty, and subscription, providing a comprehensive view of their engagements and preferences.

Results You Can Expect:

+1%

increase in customer acquisition



Real-time Coupon Delivery

By developing an enterprise offer hub, Nisum ensured instant, targeted coupon delivery to customers. This scalable solution integrates customer data, streamlining the coupon redemption process both in-store and online.

Results You Can Expect:

-40%

decrease in digital coupon delivery time



increase in coupon redemption rate



Immersive and Unified Loyalty Programs

We rolled out a [credit card program](#) and re-platformed its provider, introducing an enriched apply-earn-redeem loyalty experience. Enhancements included diverse payment methods and a comprehensive rewards dashboard, streamlining reward management and providing a more transparent customer experience. We also unified the existing programs into a single system enabling a seamless experience for customers across multiple brands and channels.

Results You Can Expect:

+94%

increase in customer loyalty accounts

+19%

increase in sales penetration

Merging Loyalty Systems for Seamless Experience

Nisum's expertise combined existing programs into one, creating a [seamless cross-brand shopping experience](#). Notably, this allowed customers to redeem points without thresholds, converting unused incentives into valuable points. During the pandemic, Nisum's [pro bono services](#) introduced an automated billing system, CRM, and a serverless library. This not only enhanced operational efficiency but also improved the loyalty program's processing time, making point access even swifter for customers.

Results You Can Expect:



Improved customer experience



Ready to elevate your customer loyalty game?

Contact us today to see how our expertise in customer loyalty solutions can elevate your brand. Together, let's redefine how you connect and retain your valued customers!

Contact Us

