

EZRewards Develops Turnkey Loyalty-Card Program As Revenue-Builder For Operators In Public Locations

ENDICOTT, NY — Now available from EZRewards here is a loyalty-card program that operators can offer to their street locations as a traffic-building tool.

The advantage to the location is that it involves very modest expense and no administrative overhead. For the operator, it can generate substantial additional revenue from existing stops while increasing the operation's value to location management.

The program is based on a merchant terminal available from EZRewards and supplied to the account by the operator. The multifunction terminal costs the location as little as \$45 per week, and enables the smallest account to offer a loyalty card program to its customers that provides the same repeat-business-building advantages as those enjoyed by large chains.

In use, the location is supplied with customized cards to give its patrons. The customer registers his or her card by placing a toll-free call to EZ Customer Service or by filling out a form at the location. Once the card is registered, the patron starts to accumulate points with each purchase; the terminal generates a customer receipt that identifies the location, presents a location-specific header message, records the time, date, cashier ID and other information about the transaction, and lists the purchase amount and the customer's current point total. A trailer message reinforces the specific location's message, and can include specific offers determined by any criterion that can be tracked by a database.

A variety of optional promotions can be activated to maintain customer interest, such as Instant Rewards (winners chosen at random) or Bonus Points (awarded, for example, to customers whose purchases surpass a predetermined threshold). The system is flexible enough to permit a very wide variety of cross-promotions that may be designed to meet the location's particular objectives.

The database also captures information that can be analyzed to yield valuable customer information, useful in ongoing marketing campaigns. It can identify top customers and lost customers.

Since EZRewards handles the data processing and reporting functions, all the operator need do is place the terminal. There are no "back-end" billing issues; EZRewards coordinates all billing issues directly with the location. Operators receive a comprehensive suite of marketing materials for use in selling the program, and to share with locations for their use in promoting its value to their customers. These materials include point-of-sale posters, cashier badges and "take-one" customer flyers.

Once the terminal is installed, operators can provide additional promotional tools. These include the EZRewards gift/stored-value card, which can be used to make purchases or presented to someone else as a gift certificate. The card it-

self has no value until the customer purchases or revalues it by paying the location cashier, who enters the value into the terminal for storage by the EZRewards server. Purchases then may be made simply by presenting the card to the cashier, who swipes it through the terminal to deduct the price of the purchase from the total stored remotely and associated with that card.

Again, there are no "middle-layer" processors levying fees for each transaction; the location collects the money immediately.

Also available from EZRewards are prepaid phone cards and prepaid cellular



PIONEERS: EZRewards' Bert (left) and Marc Rubenstein, who applied their extensive experience with prepaid telephone cards to applying the remotely-stored value concept to a variety of retail promotional programs, describe the "EZRewards" system to showgoers at recent *Intele-CardNews* Expo in Florida.

products, customizable to the location and valuable in promoting repeat business and increased traffic for the location.

A wealth of information can be provided to each account by mining the database. Reports can include tabulations of "issued-points" transactions, top cardholders, inactive members, points redemption activity, issued points by month, and so on and on. The alert location owner or manager can use this information to develop marketing plans tailored to the specific clientele.

Information on the program may be had by contacting EZRewards, LLC, at 407 W. Main St., Endicott, NY 13760, tel. (888) 619-7969, fax (888) 431-3030.

THEFT DETERRENT: Glenview Systems Inc.'s tamper-evident coin collection system enhances security for all types of coin-operated equipment, using an easy-to-install universal funnel assembly that mounts to existing machines, and an all-metal locking system attached to a coin bag. The system can be secured with either locks or seals to prevent access to coins by unauthorized personnel. The collector simply releases the latch on the funnel assembly, slides the coin-filled bag out of the assembly and reinserts an empty bag. The locking mechanism is automatically engaged, sealing the coins inside until the bag reaches the money room. Details can be had from Glenview, tel. (847) 724-2691.

