

BUSINESS REWARDS PRODUCT PROFILE

CHALLENGE

Businesses seek more efficient ways to track, retain and reward their most loyal customers. Outside of a few multinational organizations, formal loyalty programs are almost non-existent in the current business environment in Zambia.

BENEFITS

- 1) Real Time Business Intelligence**- identify and register your key clients, allowing you to know your customers, how much they spend and where they spend it?
- 2) Increase sales** by building customer loyalty through a membership system
- 3) Reward your loyal customers** by tracking their spending and using that as a building block for rewards such as cash back, spending coupons, prizes and member only discounts.
- 4) Targeted Marketing**- Build powerful communication lists via email, phone, SMS, and mobile application subscriptions.

SOLUTIONS

Book Now Zambia has built affordable and easy to use business reward systems that allows businesses to focus on their most important stakeholder, their customer.

Reward Cards - Smart Cards that can be issued to customers of a business, which they can then use to access rewards. The cards can either be barcoded or utilize a smart chip (NFC or RFID) that can be scanned by select devices. The smart card becomes a symbol of the clients loyalty to that business. Furthermore there are smart cards that can hold funds and can be used to processes financial transactions at that business location only.

Software Portal and Membership Database - Business Rewards comes with powerful back end administrative tools that the business can use to track, monitor and manage clients in their rewards programs.

TESTIMONIALS

Business rewards program is currently being used by organizations such as:

- Nkana Football Club for their seasonal ticket membership program
- Power Tools Bus Company for their VIP frequent traveler rewards program
- Retailers (Bars, Cafeterias, Grocery Stores) that have issued employee store credit cards or employee perk cards- where transactions (up to an authorized limit) are allowed after-which the transactions and then the transactions are sent to the employer for payment processing.

“The Customer is King”



Want to Learn More About Our Business Reward Solutions?
Get in touch today at www.dczambia.com/demo or email info@booknowzambia.com

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Book Now Zambia Limited
Address: Foxdale Office Park, Suite 207, Plot 609 Zambezi Road, Roma Lusaka

