RETENTION & REWARDS PROGRAMME

Unlike anything you've ever seen in a dispatch system before, our Retention & Rewards Programme takes all of our great marketing features - promo and referral codes, electronic vouchers and loyalty cards – and packages them in a genuinely useful way for your business to reward and retain customers.

Let's take a look at the new rewards and how it all works.

1. Rewards programme features

Incentivise your customers with bonus points. Each point can be assigned a monetary value of your choosing, for example, one point = £1 of credit.

The bonus points can be assigned and used to incentivise your customers in any way you choose. For example:

- Earn points per miles driven
- Earn points for downloading and using the app rather than call centre
- Earn points from specific pick-up locations
- Earn points at specific times of day such as between 11pm – 5am at the airport
- Upgrade your service and earn points
- Refer friends and earn points when they book, or transfer points to a friend's account

2. Managing accounts

The Retention & Rewards Programme works in conjunction with your existing account management features so you will have lots more options when it comes to managing accounts and reward schemes. For example:

- Customers can set-up pre-paid accounts or
- Customers can set up individual user credit limits within accounts
- Customers can manage accounts on behalf of dependents – for example, parents can manage their child's account, topping up credit online so their child does not need to handle cash
- Users can gift balances to other account holders

3. Managing incentives

Within the Retention & Rewards Programme, manage incentives much more effectively. You can:

- Limit the value of each booking by % of booking or amount – for example, an account holder has 1000 points but can only use 10% or 100 points per booking
- Allow users to add credit to a hotel booking to pay for transport with the costs added to the final hotel bill
- Allow users to earn rewards and points on a corporate account which can be transferred to a personal account
- Manually add points to an account, for example, as an apology to a customer if a car is late

What else should you know?

- All features are available to cash, credit card and corporate customers
- Privileges – such as the ability to add points to a customer account as way of apology – are admin rights protected