

Standalone or integrated Gift and Loyalty – which is right for your business?

Gift and Loyalty programmes not only help to attract and acquire new customers, build brand awareness and gain insights for smarter marketing to your customers, but also assist in driving increased basket spend by up to 24% within just 12 months.

Choosing the right customer engagement solutions for your business should be driven by a combination of your key business **objectives**, unique customer **audience** and shopping patterns, **technical** infrastructure and point-of-sale set-up and **budget**.

Factors for consideration when choosing a Gift and Loyalty solution:

	Standalone	Integrated
Business size	Small, Medium and Micro Enterprise	Medium Enterprise
In-store point-of-sale (POS) setup and requirements	Non-integrated - a single, portable payment device serves as your gift and loyalty terminal, as well as a primary or backup payment device.	Integrated - POS and card payment on pin entry device (PED) are connected, reducing risk of finger error and fraud.
Customer objectives	Enable gifting and incentivise customer spend behaviour . i.e. value, volume and frequency.	Enable gifting and incentivise customer spend behaviour and product purchase activity . i.e. product items, departments and bundles.
Commercial impact	Low-cost and quick to market (with option to migrate to integrated solution at a later stage).	Investment required for POS integration, consolidated reconciliation and secure , PCI payment infrastructure.

No matter the size of your business, we offer expert advice and professional services that enable our clients to grow their revenue and foster long-term, lasting customer relationships.

Let's chat about how we can enable your customer engagement strategy today.