

Customer Loyalty Accelerator App Overview

Store Card Program Administrator

Your Customer Loyalty Accelerator Program is managed by your Store Card Program Administrator. They can monitor sales, change promotions, check employee performance and more, all from a user-friendly interface from any web browser.

Customer Sales Associate

The Customer Sales Associate (CSA) is the point person for implementation of the Customer Loyalty Accelerator program on the sales floor by identifying your best customers and promoting the CLA program. The CSA earns cash incentive rewards when a best customer has repeat sales recorded in the Clover app.



Identify Best Customers

Your best customers provide digital contact information such as name, phone number and email, in exchange for receiving a cash incentive reward. The activation process validates the accuracy of this information. Customers have three channels to activate and load their rewards card – web, mobile and phone. The customer receives an SMS verification code to complete the activation.



Return Visits & Repeat Sales

With a loaded card, customers gladly return to the merchant to redeem their cash reward. Returning customers cost 5x-7x less to retain, and typically spend 30% more, than first time customers.



Administrator Dashboard

The Store Card Program Administrator can manage all aspects of the reward card program from the Admin Dashboard, which is accessible from any internet browser. All of the data is securely stored on our cloud server, which allows us to scale our platform and incrementally add new features.



The Customer Loyalty Accelerator (CLA) app is installed on your Clover POS station. The default register app will now include a new CLA payment method under the "Other" section for transactions, including a CLA balance check app on the home screen.



RETAIL STORE

Checkout Process

The Customer Sales Associate identifies a "best customer" and distributes the unvalidated rewards card. That card is assigned to the customer and the transaction via the Clover POS. When activated, the customer receives their cash reward incentive.

SMS Verification

Customers will receive an activation code via SMS to the device of their choice to verify their information and agree to the terms of service.



WEBSITE

- Customer facing branded page
- Card activation portal with OAuth
- Card balance check tool



MOBILE APP

- Customer facing branded page
- Card activation portal with OAuth
- Card balance check tool



PHONE

- Card activation number
- Card balance check through SMS