

LOYALTY

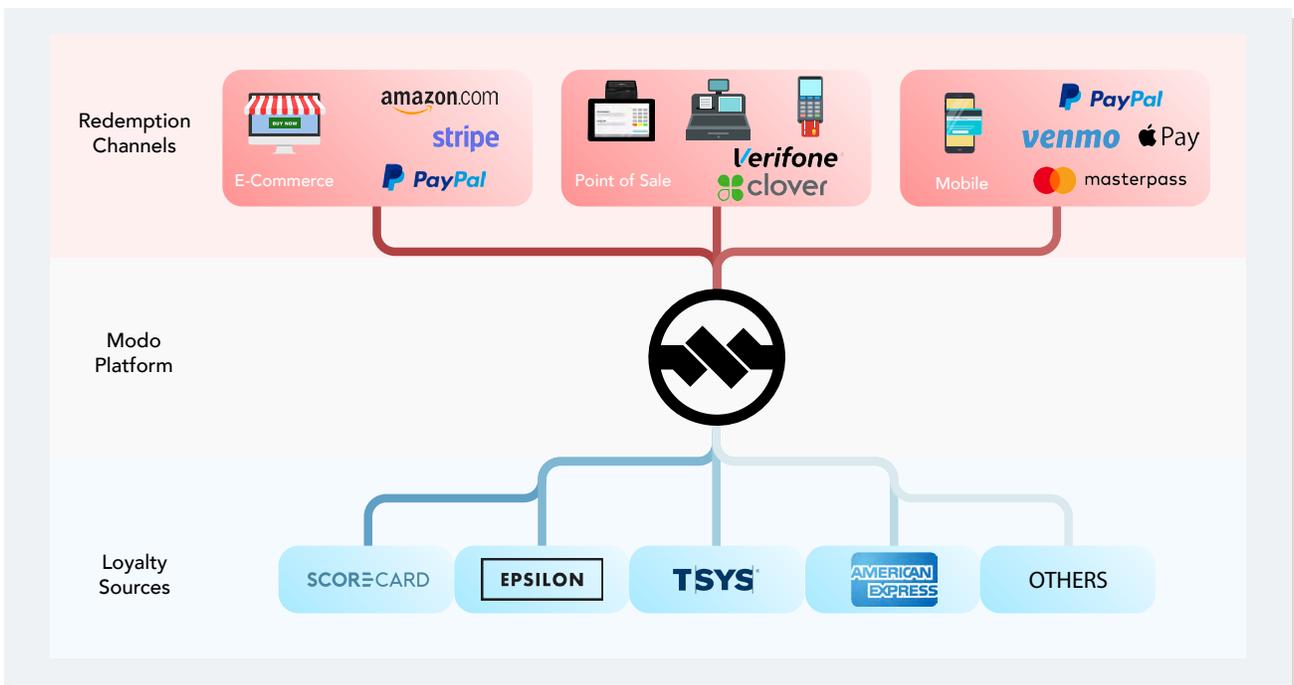
Stand out with a differentiated user experience that enables next-gen commerce

THE BACKGROUND

With Billions (yes, with a B) of dollars of loyalty points going unredeemed each year, there is an obvious need for a change. Consumers aren't getting the value out of their loyalty membership, rewards programs aren't rewarding loyal members like they were set up to do, and the financial institutions and merchants brands aren't getting the love they deserve from their customers. That's a lose, lose, lose situation. But there have been glimmers of hope as leaders in commerce (like Amazon) have successfully started to enable rewards redemptions in their online checkout for partners like American Express, Discover, Hilton Honors and more, which drive value for all participants. The market is searching for ways to enable their customers to quickly and easily redeem their loyalty points in order to increase purchase frequency, basket size, and retain those loyal customers.

THE WIN

Bring the loyalty points to the consumers by empowering them with omni-channel shopping experiences where loyalty points can be used to checkout at the point-of-sale, online and via mobile commerce. Making loyalty point redemption more convenient for consumers by creating interoperability between loyalty programs and every day commerce allows for a unique and valuable experience that benefits the consumer, merchant, and the loyalty program provider.



Modo is the better, faster way to connect payment systems. Our cloud-based payments utility creates interoperability between systems. That means we can get you and your customers set up to accept loyalty points online or at the in-store point-of-sale (and wherever else your heart desires).

\$100B

Loyalty Points unused globally ¹

71%

of Travel Loyalty Members say loyalty program value decreases with limited range of rewards on which to redeem ²

25% more

spend instantaneously when given rewards compared to traditional redemption models ³

The Value

For Financial Institutions:

- Benefit from higher value/lower costs real-time rewards offerings, and optimize points “burn” capabilities by removing the liability from your books.

For Merchants:

- Drive incremental revenue and become more competitive with your omni-channel sales offerings.
- Give consumers tangible value where they need it most – which is wherever and whenever they are ready to pay.
- Enable consumers to love you more by increasing their buying power and brand affinity. Their perceived value of the rewards will increase by the convenient access to the points.
- Promote brands to top-of-wallet status by enabling consumers to easily be rewarded with their loyalty points. 66% of customers spend more on brands to which they are loyal ⁴ – now that’s a win, win.
- You feeling loyalty love for your customers, and your customers feeling loyalty love for you. What more could you ask for?

Sources:

¹ Bond

<http://info.bondbrandloyalty.com/2017-loyalty-report>

² Collinson Latitude

<http://www.collinsonlatitude.com/media/1861/the-value-of-redemption.pdf>

³ Mobile Payments Today

<https://www.mobilepaymentstoday.com/blogs/the-wait-is-over-why-real-time-redemption-makes-loyalty-better/>

⁴ Accenture

<https://www.accenture.com/us-en/insight-customer-loyalty-gcpr>

We're a team of **#paymentsgeeks** that are dedicated to doing the most good for the most people by reducing friction in payments. We would love to enable interoperability and reduce payments friction for you. **Reach out to us.**