

Loyalty that belongs to your store.

Your brand. **Your customers.** Your data.



You know your regulars by face. Ezi Rewards lets you know them by name.

Most independent retailers can name their best twenty customers. Very few can tell you what those customers spend, how often they shop, what they buy, or which of them stopped coming three months ago.

Ezi Rewards turns everyday transactions into a customer picture you own. Points, dollar rewards, member pricing and offers are applied automatically at the lane, and every purchase builds the data behind them.

Because Ezi Rewards runs inside EM Pos™, every till slip shows the customer their points, their balance and how close they are to their next reward. Nothing for your team to explain, nothing for the customer to download, the program works from the first transaction.

Not another national program

The card carries your store's brand. The app carries your store's name in the app store. The offers are the ones you choose, and the customer relationship, and the data behind it, stays with your store.



Four things, done properly



1. Your card, designed and printed

We design and print your reward, gift or membership card in your store's branding, single card, or a card with one or two key tags.



2. Your customer data, in your reports

Every member, every visit, every dollar, held in EM Cloud™ and reported back to you. Your data stays yours.



3. The rules are yours to set

Points or dollars, earn rates, redemption values, member pricing and promotions. Configure the program to suit your margins, not a national template.



4. Your VIPs, identified

See who your most valuable customers actually are, and give them a reason to keep choosing your store.



Three questions, your reports answer

Ezi Rewards reporting sits in EM Cloud™ and answers the questions retailers actually ask.



1. Who are my best customers?

Demographics, last purchase, amount purchased and amount redeemed, customer by customer, so promotions go to the people most likely to act on them.

Reports:

Customer Loyalty

Loyalty Points

Customer Summary



2. Who stopped coming?

Filter members by time since their last shop - six months, twelve months, and you have a win-back list with contact details attached. This is the report most independent retailers never had before.

Reports:

Lost Customers

Customer Summary

(new / active / inactive / dead)

3. What is the program costing me?

Unredeemed points are money owed. The liability and audit reports show pending points, dollar value available to spend, dollars spent and dollars redeemed to date - per customer and across the store.

Reports:

Loyalty Point Liability

Loyalty Points Audit

Loyalty Point Summary

Your data, your obligations, handled

Customer details are captured with consent at registration and held in EM Cloud™ as your store's data. Marketing consent is recorded separately for email and SMS, so you can show what each customer agreed to.

Customers activate their own card.

Your team doesn't collect forms.

Cards are handed out at the counter and activated by the customer online, in about a minute - name, contact details, consent, done.

From there the customer can log in and check their points and history at any time, which means fewer questions at your counter.

Registration details flow into your email marketing platform automatically. Ezi Rewards currently integrates with Mailchimp, Klaviyo and Dotdigital, so your member list builds itself as customers join.



Ezi Reward Card Options

Single card



Your store's branding, front and back.

1 + 1 combo



Full card with one key tag.

1 + 2 combo



Full card with two key tags.

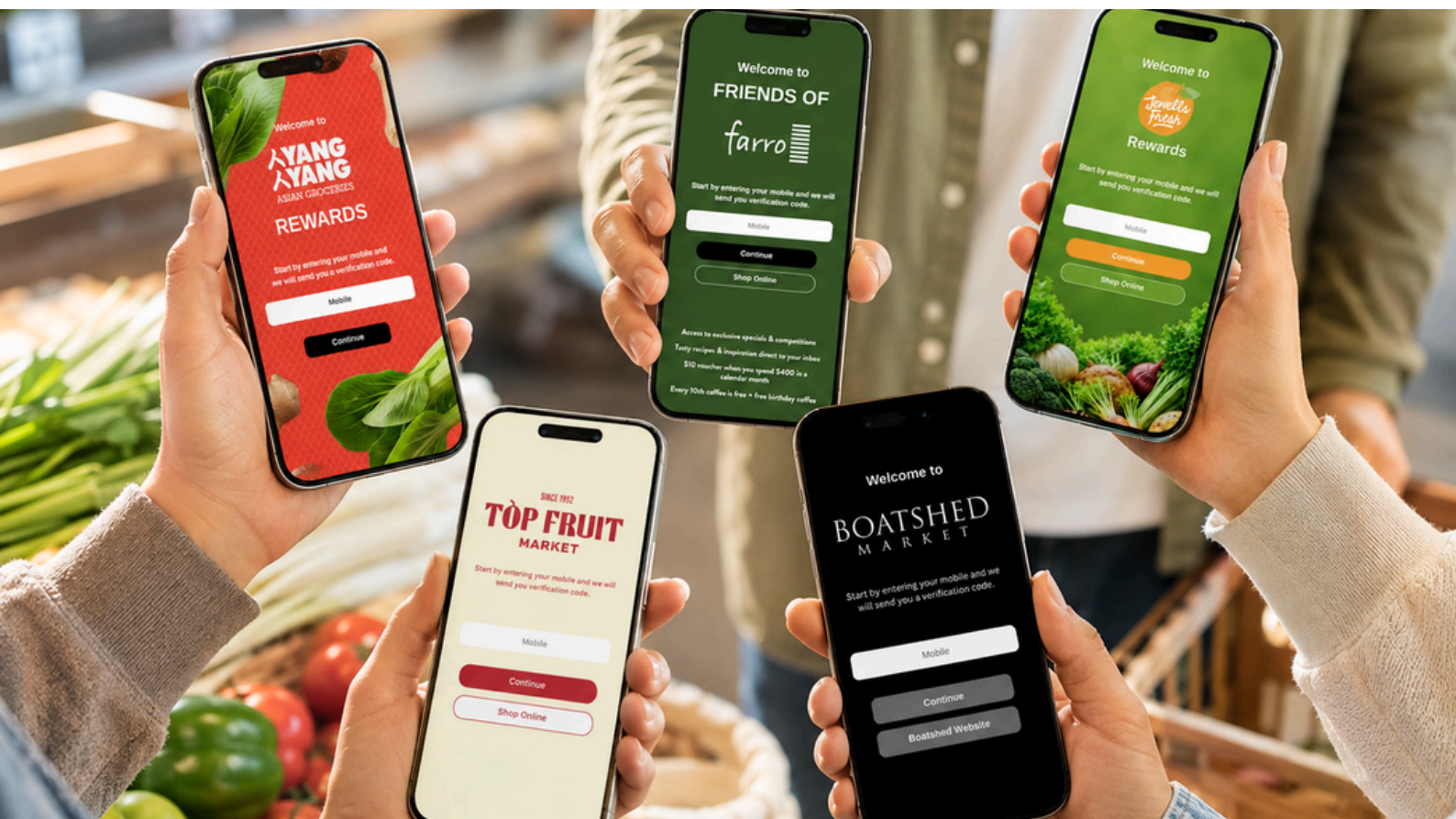
All options printed in your store branding.
Ask us for lead times and minimum order quantities.

Your loyalty program, in your customers' pockets

The Ezi Rewards App puts the card, the balance and the offers on the customer's phone, published under your store's brand, in your customers' app store.

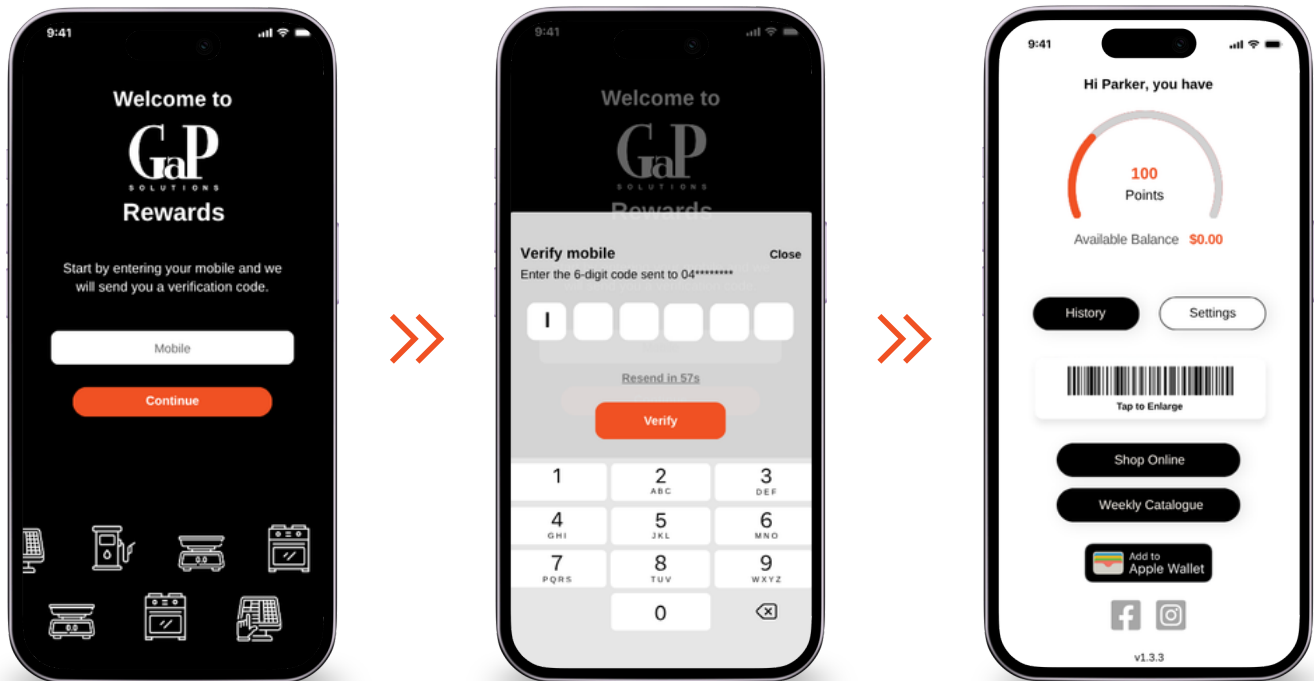
Your app, your brand

The app is branded to your store and listed under your store's name in the Apple App Store and Google Play. Your logo on the splash screen, your colours, your name on their home screen — brand presence your customers see every time they open their phone.



Sign in with a phone number

No card number to type, no password to forget. The customer enters their mobile, confirms a six-digit code, and they are in — with their account matched accurately to their transaction history.



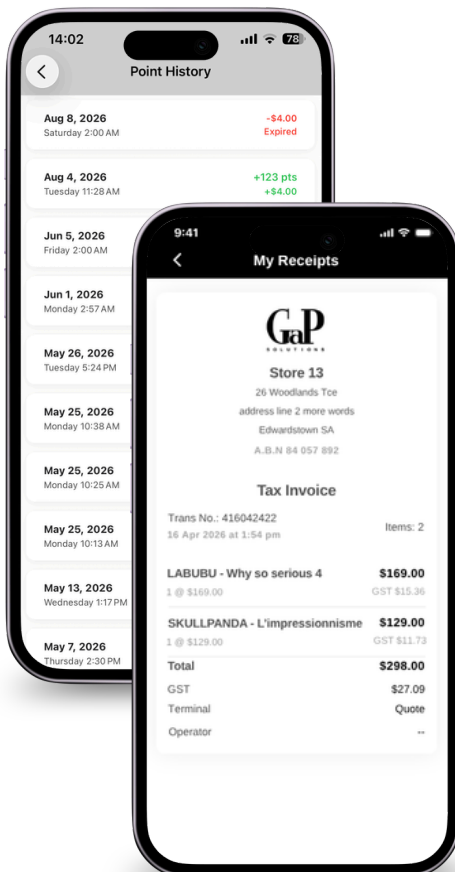
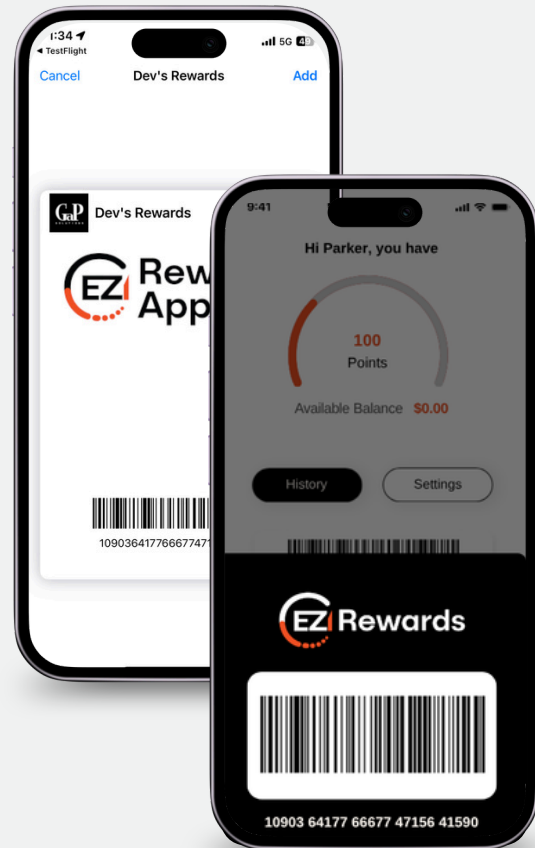
Up to three buttons to your existing pages

Link the app to what you already run, your web store (MyFoodLink), your Uber Eats page, your weekly catalogue or any web address. Nothing to rebuild: your existing pages simply open inside the app. Your Facebook and Instagram pages sit alongside them.



No physical card required

Members add their card to Apple Wallet or Google Wallet and scan straight from the lock screen, or use the home-screen widget. Card production and replacement costs drop, and the card is never left at home.



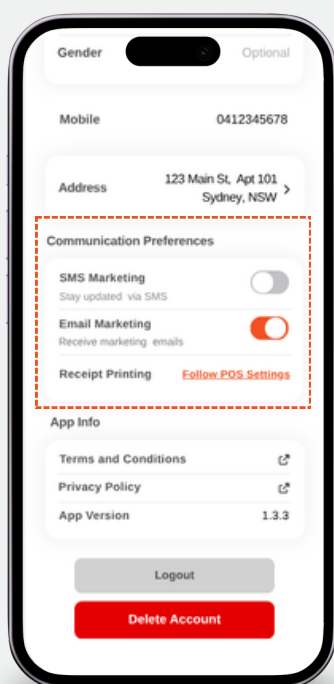
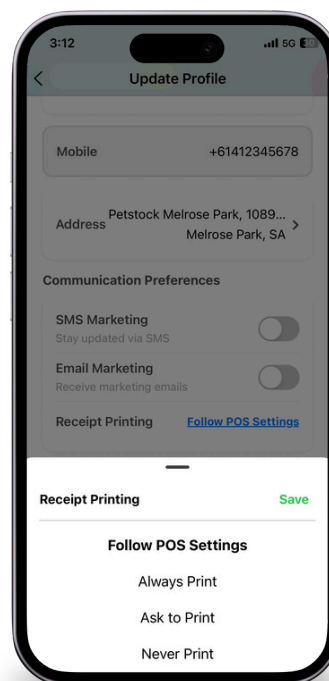
Points and receipts, on demand

Customers see their points history, balance and every transaction, and can open a full digital tax invoice for any purchase — which takes the “can you reprint my receipt?” conversation off your counter.



Paperless receipts

Customers choose how they receive receipts — always print, ask each time, never print, or follow your store's POS setting. Less paper, less roll cost, and a sustainability message you can put in front of customers honestly.



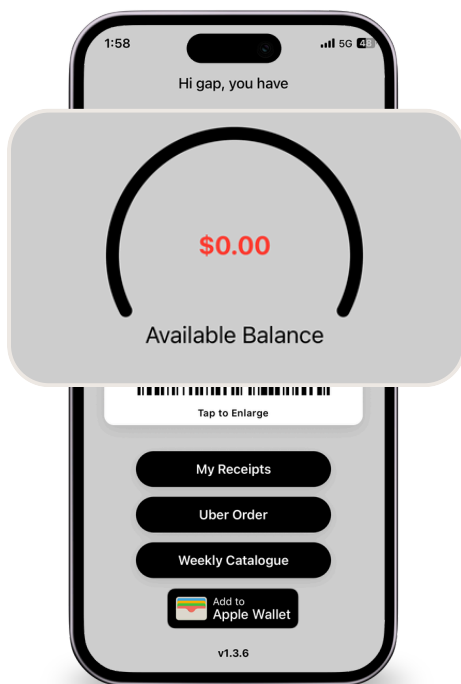
Marketing consent, captured properly

Email and SMS consent are captured at sign-up alongside acceptance of your privacy policy and terms, then passed to Mailchimp, Klaviyo or Dotdigital, your marketing list is built on recorded permission.

Two ways to reward. Both are yours to configure.

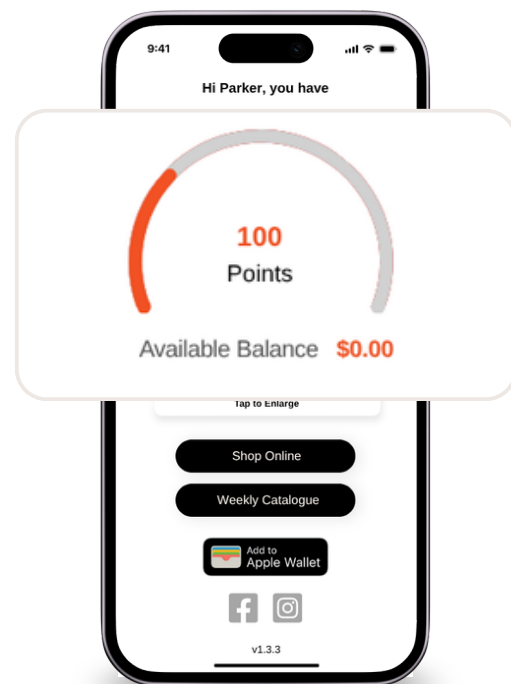
Add to Balance

Customers earn rewards directly as a dollar balance, added to their account immediately and redeemable at any time. Simple to explain at the counter, and instantly understood by the customer.



Convert Points to Dollars

Customers earn points on their purchases. Once they reach your threshold, the points convert to a dollar value they can spend in your store, which keeps them shopping toward a goal.



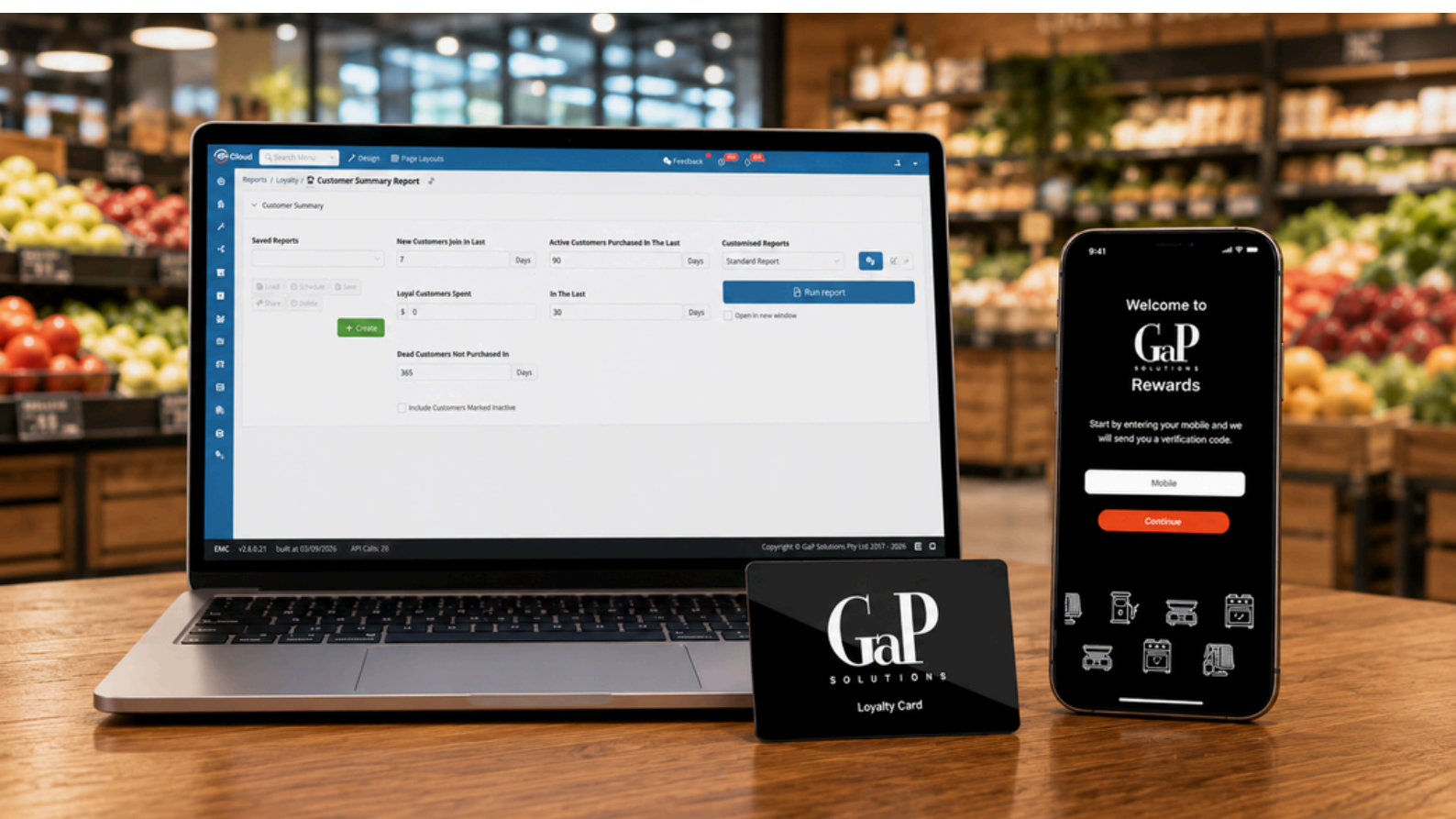
App screens are illustrative — program rules are yours to set.

Set your own rules

Earn and redemption rates are configured to your program. For example: \$1 spent earns 1 point, or \$1 spent earns 10 points; 100 points equals \$1, or 1,000 points equals \$10. Set the rates that suit your margin and your customers.

Independent retailers, running their own programs

Ezi Rewards runs in independent grocery, fresh food and specialty stores across Australia and New Zealand, each one with its own card, its own app and its own customer data.



Implementation, staff training and card design are handled by GaP Solutions, and the program is supported by our help desk seven days a week.

Ask us to design your card

Reduce Costs | Save Time | Serve More
Customers

The first step is a five-minute conversation about how you want the program to work — points or dollars, what a reward is worth, and what goes on the card. We handle the rest.

QR code to
HubSpot demo
page

Contact GaP Solutions

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