



tuzaloyalty

COMPANY PROFILE

www.tuza.co.ke

TUZA LOYALTY

Tuza Loyalty has several years of experience in outlets customer loyalty programs.

Best-in-class program design, development and operation.



Tuza Loyalty blends marketing and technology into all-in-one customer loyalty solutions aimed at maximizing the profitability of your business.



A regional vision of success in loyalty programs across Africa.



loyalty program technology recognized by companies.

Your own outlet loyalty program. Automatically thinking, communicating and rewarding your customers.
All day. Every day.



Bring your customers back

Tuza Loyalty tracks your customers' activity and triggers automatic, personalized messages aimed at bringing them back more often:

- "We miss you"
- "Ready to redeem"
- "2nd visit in a month"
- Birthday / Anniversary



Redeem "paperless" rewards

Every reward granted is available for redemption on your POS system. Your store team is notified when a customer has available rewards, eliminating the need to print coupons.

Track incremental sales & ROI

Every time you communicate with your customers, Tuza Loyalty tracks not just how many messages were opened but also, the actual number of buyers and the incremental sales generated from each rewards campaign.

Tuza Loyalty provides everything you need for running a successful loyalty program:

LOYALTY	FEATURES
General	Program Strategy and Design
	Automated CRM
	Automated Communications (Email / Mobile push)
	Automated Rewards
	Mobile App & Program Website
	Sales & ROI Monitor
Restaurants	Executive Dashboard
	Integrates with your POS System
	Table Service / Quick Service
	Instant guest Info at POS
	Paperless Reward Redemption
	In-store Training
Mobile App	Multi-store / Multi-concept
	Get your phone scanned at store and get rewarded (QS)
	Scan your receipt and get rewarded (TS)
	My Rewards, Specials, Menu, Store locator, Satisfaction survey
	Geo-fencing
	i-Beacons

LOYALTY	FEATURES
Communication	Massive / Segmented Email Campaigns
	Massive / Segmented Push Notification Campaigns
	Message Personalization
Other	Campaign Monitor – Actual sales & ROI generated by campaign
	Automated Reports & Analytics
	Quarterly Performance Reviews
Summary	Gift Cards
	All-in-one. Simple and Easy



A loyalty program is much more than a mobile loyalty App

Tuza Loyalty program boost your revenues by focusing on customers you already have.

Our loyalty programs typically deliver profits equivalent to 2-3 times your investment... in just 12 months.



5 %

Up to 5% increase in sales in just 6 months.



50 %

Up to 50% increase in customer satisfaction in just 7 months.



70 %

Up to 70% increase in customer spending in just 8 months.



120 %

Up to 120% increase in customer spending when redeeming rewards

A loyalty program is much more than a mobile loyalty app

Having spent the last several years in this fast-paced innovative space, we know what matters here. Guest loyalty is not just about having the newest rewards app. It's about having the right mix of strategy, marketing and technology for:

Retaining your guests

Making them feel special on each visit

Increasing their frequency of visit and overall spending

This is exactly what we do. Our know-how and experience allows us to provide you with your own custom-fit loyalty program capable of increasing your sales and profitability today, tomorrow and 5 years from now.

No one knows outlets loyalty programs better than Tuza Loyalty

Program Design and Strategy

One size does not fit all. Tuza Loyalty designs an outlet loyalty program for your specific needs.

POS-Integrated

Your outlet loyalty program running from your existing POS system. Tuza Loyalty interfaces with the leading restaurant POS systems.

Table Service / Quick Service

A loyalty program for your outlet format, optimized for maximum reliability, efficiency and speed.

Customer Info at POS

View guest name, outlet rewards available and preferences with a click - Keeping your store team one step ahead of the game - Delivering a superior, personalized service.

Automated Solution

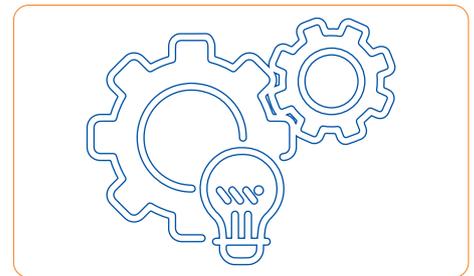
Outlet loyalty program that works for you and allows you to focus on your business.

Multi-concept

Supports loyalty programs for outlet chains and groups seeking a single loyalty program for multiple concepts.

PRICING:

Contact us below or schedule a Demo. We will review your business and ask a few questions in order to better understand your loyalty initiatives and goals. Based on this we will recommend the appropriate package and cover the features and pricing.



tuza loyalty



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