LOYALTY

LOYALTY MAKES IT EASIER THAN EVER TO SAY THANK YOU!

The Loyalty application from Jonas Club Management will keep your members coming back for more! Just like any other popular rewards program, Jonas Loyalty creates an account for each of your members. They can then accrue points or dollars with purchases made on designated items in your dining room, bar, pro shop or anywhere else they regularly spend at your club!

TAKE CONTROL OF HOW MEMBERS AND GUESTS SPEND AT YOUR CLUB

The ability to promote goods and services that may be either slow to sell, or that could benefit from an extra push at launch, is extremely powerful. By awarding loyalty points, or dollars, and allowing redemptions on specific services or merchandise, you can begin to guide spending at your club. This is a great way to encourage members to try the new Shiatsu Massage which is now being offered at your Spa, or the new Sunday Brunch menu. The Loyalty application will give your club's internal marketing program something fresh and exciting to offer.

KEY FEATURES & BENEFITS

- *Allow your members to accumulate points or dollars for purchases made at the club.*

- *Assign loyalty reward points/dollars and redemption levels to specific sales items and categories you select.*

- *Fully integrated to your Point Of Sale and Accounting system for quick and seamless processing.*

- *Quickly enroll individual members or by member status.*

- *Display member loyalty balances directly on their monthly statements.*

USE LOYALTY POINTS/ DOLLARS TO ENHANCE YOUR MARKETING STRATEGY

Integration between the Loyalty application and clubbroadCast Email Marketing allow you to target specific members or groups with your Loyalty Promotions. Imagine sending an email promotion to all members with a minimum of 500 points, or to specific member groups setup within your Loyalty system such as Golf or Wine enthusiasts. Maybe an automatically scheduled Birthday points bonus? The possibilities are endless!

IT'S EASY TO ADMINISTER

All loyalty lists are tracked in real time, reports can be generated with ease and redemption at your Point Of Sale is automatically integrated to your Accounting system. This ensures that there are never any financial surprises. Finally, you can set expiry dates to ensure that points never over-accumulate.

JONAS
CLUB MANAGEMENT