



# FUSION LOYALTY

The Best Loyalty Programs Go  
Beyond Rewards.

Fusion Loyalty is an easy to use, web based portal that provides a complete suite of programs and processing tools to help manage as well as improve your company's performance

## How Fusion Loyalty Works?

### > Real Time Analytics

Track, analyze and manage all of your customer relationship campaigns that are easily accessed from any computing or mobile device. No more waiting for reports from third party services or interpreting complicated technical data. This convenience gives you more time to directly engage with your customers.

### > Increase Sales & Revenue

It's known that existing customers spend as much as 67% more than new customers. Fusion Loyalty Program allows us to offer you a sublime set of features that engender loyalty among your customers. This solution provides you with the tools to engage with your most loyal customers.

### > Marketing Campaigns

Manage and control your marketing campaigns in a single administrative dashboard. Whether it be for all of your stores or individual participating stores, you can publish directly and send your customers notifications instantly.

### > Calendar & Events

Manage and publish your special events to your targeted audience. Promote one event or many, it's up to you. Includes geo-location, social sharing and personal calendar integration.

### > Go Digital. Go Mobile

Mobility has become one of the biggest game-changers in retail businesses today. Just having a POS system is not cutting it anymore. Fusion's Gift Card and Loyalty were built to seamlessly extend the reach of your business to interact with your customers wherever they are.

## Additional Features

> **White Label/Private Label Flexibility.**

Provides customers the flexibility to store all gift/rewards cards in one place.

> **Digital Member/Customer ID Card**

Gives you greater control over when your patrons make purchases through your establishment.

> **My Wallet**

Provides customers the flexibility to store all gift/rewards cards in one place.

> **Admin Dashboard**

The intuitive single dashboard allows you to track your gift card app usage and tweak your marketing strategy appropriately.

> **Store Locator**

Users will always know how to find you, whether at home or on-the-go. This function is integrated with Google Maps.

> **Easy Gift Card Purchasing and Sharing**

Users can effortlessly buy, send, and share gift cards directly through text messaging. eCard and Physical Gift Card Interoperability. eCard and physical gift card balances can be painlessly combined, further fostering transactions between you and your customers.

> **Admin Dashboard**

The intuitive single dashboard allows you to track your gift card app usage and tweak your marketing strategy appropriately.

> **Gift Card**

Gives you greater control over when your patrons make purchases through your establishment.

> **Simple Card Reloads**

Offers easy reload functionality, helping to ensure your patrons never have an excuse not to buy your products.

> **Notifications**

Keep your customers informed on any new promotion, store, or event.

> **Real Time Balance Updates.**

Your customers will always know just how much they have left, or when it's time to reload their card and continue making purchases.

> **Available on iOS and Android**

Fusion Gift card is a prerequisite for Fusion loyalty application services.

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