

# FUSION LOYALTY

The Best Loyalty Programs Go  
Beyond Rewards.

Fusion Loyalty is an easy-to-use, cloud-based application that allows higher customer satisfaction, improved customer retention, and increased revenues. The features include:

## > **Branded Loyalty Program**

Your branded app, available for download from iTunes or Google Play. Downloading, installing, and setting up is done entirely by the customer. Once downloaded, the customer is immediately recognized by the register or any other point of engagement.

## > **Multiple Card Types**

You have the option to set up an infinite number of card types each with its own set of qualifications. Once established each card type can have its minimum spending threshold, points multiplier, redemption ratio, and redemption limit if desired. Clients may automatically move between card types, or the process can be subject to review.

## > **Multiple Transaction Sources**

Fusion Loyalty, properly configured, can include transactions originating from sources outside of the Fusion Software family of products. If you accept transactions over the phone, from a proprietary web environment, through field reps, etc. You manage what transactions are to be included and how the points are to be allocated.

## > **Flexible Point Rules**

Points are assigned based on dollars spent. However, multipliers may be assigned based on store region, store group, or at the individual store level. Other influencing factors include order type, vendor, product price class, item as well as quantity breaks. Finally, start and stop dates may be established for an individual point rule.

## > **Social Media Points**

In this day of influencers and fans, each social media like, tweet, or post can be rewarded with points as determined by the channel and nature of the post.

### > Purchase / Point History

Customers have complete access to purchase history and the resulting points on their personal devices. Available anywhere, anytime, they will be able to see their transactions and the points they earned.

### > Envoy

Fusion Loyalty includes the ability to allow users to earn points from others they refer. As an option you control, envoy users, enjoy a fraction of the points earned by others they refer.

### > Event Management

Information is the new currency in today's media-driven economy. By creating social events and inviting your members you encourage a sense of community and engagement. Events are easily set up with images and extensive descriptions. Once set up, each member is automatically informed of the event via their personal device. Keep your customers engaged with meaningful hosted events.

### > Push Notifications

Each Member is immediately made aware of product promotions, new product introductions, store openings, etc. Even if individual notifications are turned off, Fusion Loyalty automatically updates the Members' personal devices.

### > Store Locator

Individual stores with images and contact information can be displayed for easy look-up. In addition to being grouped by Region and Group, each store location is linked to Google maps for directions. Also, each store has its own social media library for easy reference.

### > Gift Card Integration

Fusion Loyalty is linked with Fusion Gift Card. Points can easily be converted to gift cards at the customer's discretion. Once created, cards can be sent via text to others including nonmembers. Gift cards can be redeemed online, at the register, on a mobile device, or the phone. Wherever you engage your customers.

### > Independent Control and Analytics.

In addition to posting transactions automatically to your customers' personal devices, Fusion Loyalty provides you with complete control and visibility through its unique management console. Accessible from anywhere the application provides independent control of all card types, point rules, events, etc. through a simple user interface. In addition to posting transactions automatically to your customers' personal devices, Fusion Loyalty provides you with complete control and visibility through its unique management console. Accessible from anywhere the application provides independent control of all card types, point rules, events, etc. through a simple user interface.

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