Lightspeed Loyalty

Gaining new customers can cost up to five times as much as keeping current ones, so creating loyalty is crucial to a business's bottom line. Moreover, repeat guests bring more value than just their purchases - they act as brand ambassadors, helping to grow your customer base through word-of-mouth testimonials.

Lightspeed Loyalty enhances a merchant's marketing efforts by helping them retain more customers through loyalty rewards and promotions. **Lightspeed Loyalty** is an inbuilt loyalty system which allows them to build their customer database and drive repeat visits through customisable gift cards, VIP and punch card programs and then uncover how those programs are impacting their sales so that they can continue to improve and grow.

Lightspeed K-Series - Loyalty

Demonstration

English
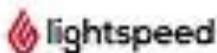
Lightspeed Loyalty allows merchants to compile their very own database of customer profiles - either from the Back Office or POS - and provide them with promotions and discounts via our loyalty card options, and understand how the programs are delivering value to your business.

There are **4 card options** available, all of which are QR code-based and can be used **offline** (printed on a physical card) or **online** (shared via email and saved in a digital wallet).

✔ **VIP cards**
  ● Can be used to provide customers with unique QR codes and their own applicable discount
  ● *E.g. regular customers get a VIP discount of 20% off all hot food items*

✔ **Gift cards**
  ● Loyalty cards that have a monetary value
  ● Can be used as a payment method in one spend or over multiple visits
  ● *E.g. £25 gift card that can be applied to any drink items*

✔ **Punch cards**
  ● Virtual stamp cards that allow merchants to offer a "buy-x-and-get-y" promotions to encourage customers to return to the establishment and get rewarded
  ● *E.g. "Buy 10 coffees, get one free"*

✔ **ID cards**
  ● Can be used to identify and assign customers to orders - scanning these will add the customer profile to the order & close it with their preferred payment method
  ● *E.g. a membership card for a members-only venue that identifies the customer and tracks their transactions against their account*

Notes:

Cards can be restricted to specific items/item groups (e.g. 15% off on cocktails OR £50 gift card to be used on burger items).

Each type of card has its own specific QR code. If a restaurant would like to offer multiple card options to its guests, they will need to set up different QR codes/cards for each type of loyalty.

Each QR code can be scanned by a customer to track their discounts and rewards online via a dedicated user interface.

Old gift cards can even be imported in the Lightspeed Back Office and redeemed on the POS.

When a Loyalty integration is more suitable:

Lightspeed works with several **loyalty integration partners** that may be more suitable depending on the customer's needs.

Suggesting a partner integration is a good choice when customers are looking for more advanced features such as:

- Loyalty points collection - customers can collect points for purchases
- Digital stamp cards - either by product purchases or visits allowing customers to earn discounts, rewards or freebies
- Custom rewards - customised rewards that can be exchanged for exclusive discounts or products
- Refer a friend - diners earn extra rewards when they recommend the restaurant to friends
- Gift vouchers
- Advanced reporting and data analysis functionality
- Personalized marketing messages
- And more…

If you have a merchant requiring more complex loyalty features, contact your Partner Growth Manager or Lightspeed Account Manager to learn more about our integration partner offering and which one(s) might be a good fit for your merchant.