

### Baskin-Robbins

They always liked the Ziplocal directory because their print coupons have been very successful over the years. So ZipLoyalty just fit. When talking to him he pointed out that his main competitor, Dairy Queen, just down the road was closed until April due to reconstruction. So he was enjoying the extra business. I asked if he had any type of loyalty program, besides his punch card, to keep that new business coming back...he did not. I pulled out my smartphone and showed him the STAMPT app. I scanned the sample QR code for Brad's Burgers three times to show him the process all the way through to redeeming the free offer. I referred back to my phone's text messages and showed him actual text club offers that I had received from other companies. All around, my customer felt like he was getting a great deal.

### Sarahndipity Salon

Until now, my customer has relied on her website and Facebook page to reach out to her customers. The website is great for full salon information but it's not practical to make several changes per week. The Facebook page works but still doesn't reach all of her clients in real time and some of her customers don't see her posted offers until after they have already happened!

For this customer I simply focused on text blast messages, appointment reminders, customer surveys and social media integration. I gave them this example: Suppose your nail technician had a gap in her schedule tomorrow from 12 noon to 3PM. She could send out a blast saying that she has openings tomorrow at noon, 1PM and 2PM. The first people to claim these time slots will receive 20% OFF! They all agreed that 80% of something was better than 0% of nothing! This was something that they could all relate to and their ideas kept flowing until finally the owner said, "Great! SOLD! How much and where do I sign?" The text blast feature alone sold the product...the other three features I highlighted were just icing on the cake.



### LimeBerry

I started my conversation with LimeBerry (a frozen yogurt shop) by asking questions about her business. Like, what has changed in the last few weeks with the business and is there anything that they might think of doing differently. She brought up that they were looking for a different way to reach out to their customers and keep them alerted to everything like new flavors and changes going on in the store.

The next step was easy after finding that need. I explained the ZipLoyalty program to her and explained to her how this could create an avenue for people to get information quickly as well as bring customers in more often. We went over all her options and at that point a light bulb went off. Since we started the ZipLoyalty program almost 3 weeks ago she now has over 100 sign-ups on the VIP CLUB, and her customers love the STAMPT program.