



# The Essential Como Sense Features

## A Quick Guide to Planning Your App and Loyalty Program

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This guide will introduce you to the building blocks of a Como Sense loyalty program. In the first phase, your main goal is to get as many customers as possible to join. You'll want your app and loyalty program to be simple and easy to use, while giving your customers irresistible incentives for joining.

There are other, more advanced features that your success manager will be happy to add for you later—but the loyalty features, content features, and multichannel communication tools below are the ones that we recommend using when you're getting started.



## Loyalty Features

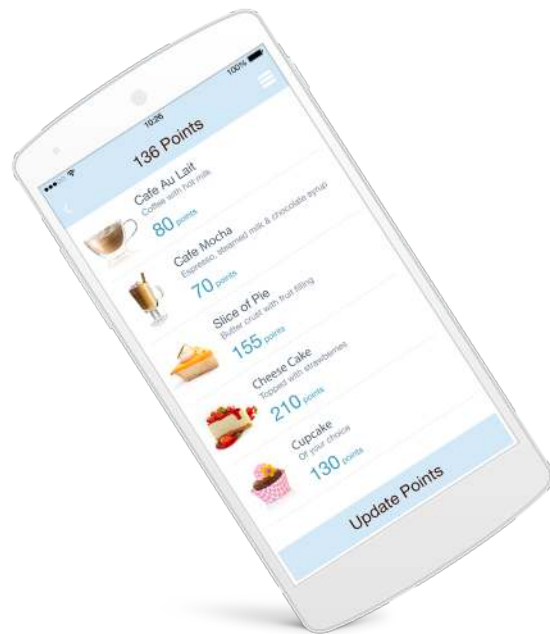
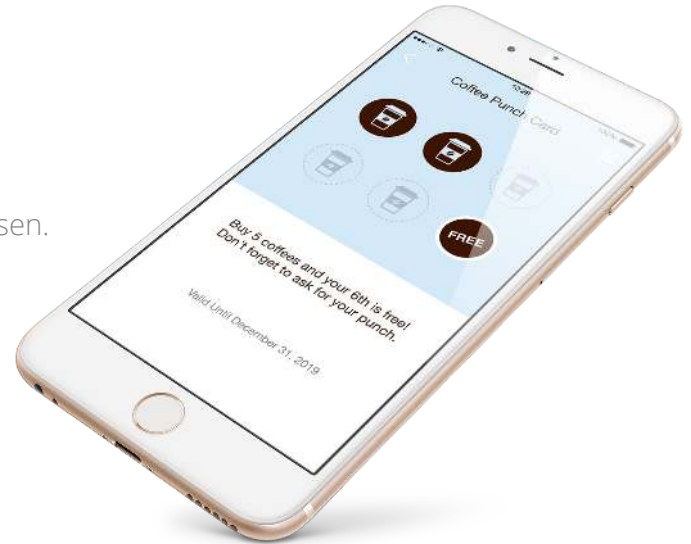
To encourage your customers to join your loyalty club, it's important to show them it's worth their while—and the place to start is with rewards and other bonuses that they'll enjoy. There are a few types of loyalty incentives you can add:

# 1 Accumulation Module

This is your primary way of rewarding your customers for making purchases. You can choose one of these accumulation modules for your loyalty program:

## Punch Cards

A member fills up a card by buying specific products from you, and then gets a reward that you have chosen.



## Points

A member earns points for making purchases, and then uses them to “buy” items that you have selected for your points shop. (You choose how much your points will be worth and which items will be available in your Point Shop, based on your business goals.)

## Credit

A member accumulates credit, and then uses it to buy anything in your store, almost like they would use cash.



*If you want to have more control over the discounted (or free) items you offer, the punch card or points (with a Point Shop) is your best bet. If you want to give members more purchasing freedom, you'll want to go with credit.*

## 2 Gifts for Special Occasions

You can offer a discount, extra points, or a freebie to members on certain occasions:



Joining your  
loyalty club



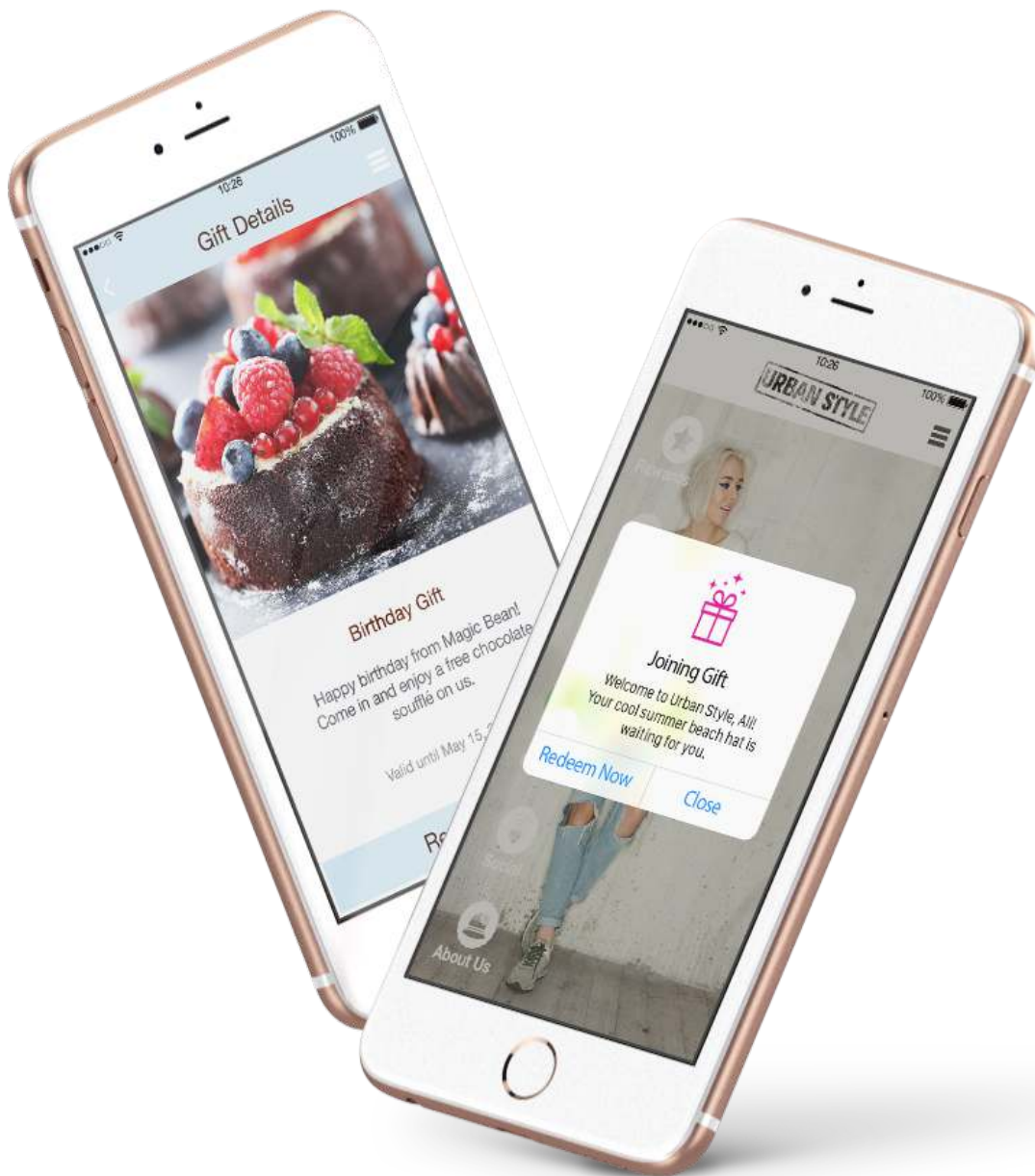
Birthdays



Anniversaries



Any other  
date



Customers are more likely to spend generously on special occasions. Use this as an opportunity to increase their spending by offering special deals on your premium products.

# 3

## Promotional Tools

It's a good idea to keep offering new promotions to keep your loyalty club fresh and keep your members coming back. Here are some of the most popular promotion types:

### Club Deals

Special benefits that you can set for all your club members, or just for a specific segment. For example, you can give 5% off to all members on your new collection, and an exclusive 1+1 deal, just for your VIP members. When a member identifies at the POS, they automatically receive the benefits that apply to their purchase.

### Social Media Sharing

Members can share your content on their social feeds, directly from the app.



### Scratch Cards

Members get a card in your app, and then scratch it to reveal a gift.

### Coupon Codes

Triggers a special discount of your choice. You can use it for cross channel campaigns and cooperation with other businesses or organizations.



*Nobody knows your customers like you do! Keep in mind what you know about their habits and preferences when picking promotion types and deciding what incentives to offer.*



## Content Features

In addition to offering bonuses to members of your loyalty club, you can use your mobile app to give them useful information, show them your products, and interact with them. Below are some essential content features that can help your business make the most of your app.

# The Essential Content Features



## Registration Form

Collect essential information from club members when they sign up, to help you segment them in the future.

## Business Info

Give members the basic details you want them to know about your chain.

## Catalog/Menu

Boost your sales by displaying your product catalog or menu items.

## Photo Gallery

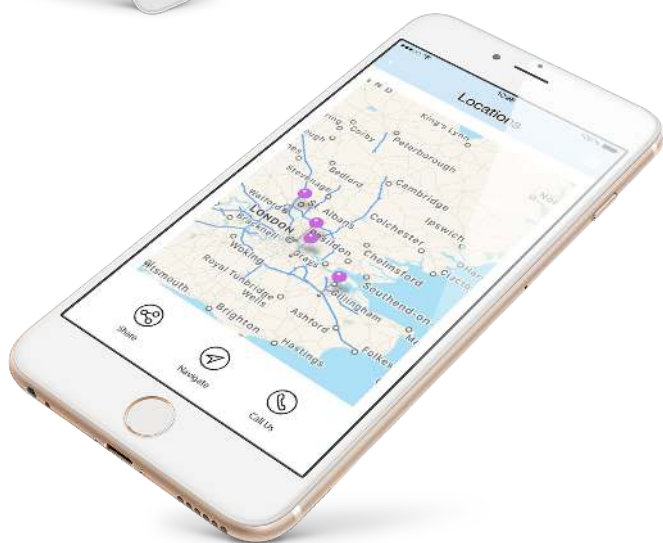
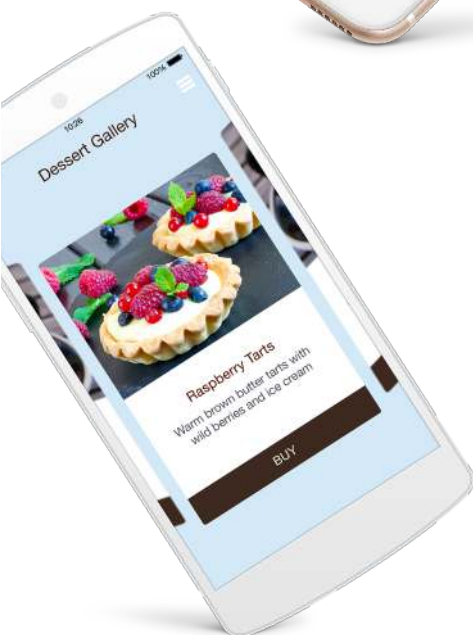
Showcase your products with full screen images and enticing descriptions.

## Store Locator, Map, and Navigation

Make it easy for members to get to each of your locations.

## Social Channels & Feeds

Integrate your social media pages right into your app.



*Your app is an extension of your core business—and a unique marketing opportunity. It's a good idea to pick content features that reflect the way you want your customers to see you.*



## Tools for Multi-Channel Communication

Once a customer signs up for your loyalty club, you have multiple ways to communicate with them. Below are some tools you can use to connect with your customers.



# Communication Tools



## Welcome Message

Use this prime real estate in your app to target specific members (based on tags) and direct them to the areas of your app that you want to promote.

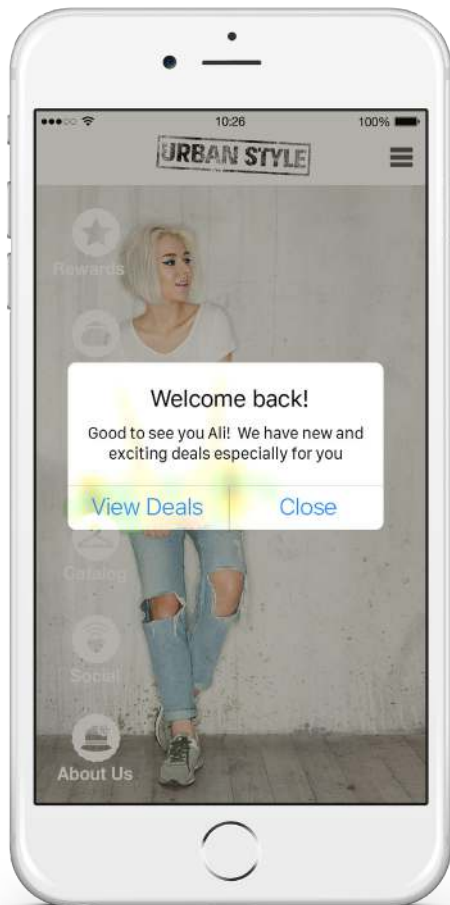
## Splash Screens

While your app is loading, display a full-screen ad to promote a special deal or a new product.



## Push Notifications

Contact your club members instantly with gifts, rewards, offers, or other content.



## In-App Pop-Ups

Add messages that open automatically when a member taps a button.

## SMS

Send your club members text messages to promote a new item, offer them a special deal, or invite them to stop by your business.

## Surveys

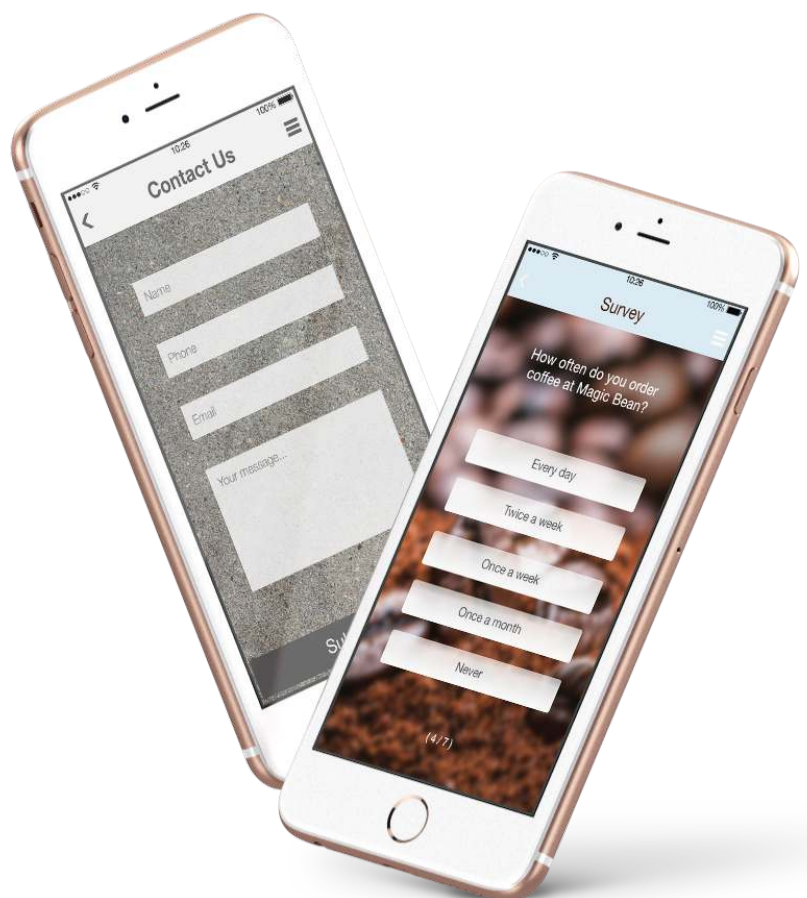
Encourage members to provide you with valuable information you can use.

## Feedback Forms

Collect members' input through your app to discover important insights.

## Contact Us Forms

Make it easy for members to send you any questions or comments through your app.



*Your loyalty club isn't just an effective way to reach your customers—it's also a great way to learn about them! The more useful information you can gather from your members, the more data you'll have when it comes time to fine-tuning your business strategy.*

# Select Your Building Blocks

Now that you have a good idea of the variety of loyalty, content, and communication features available to you, you can start selecting the ones that best suit your business and goals.

## Loyalty Features

- Punch cards
- Points
- Credit
- Joining gift
- Birthday gifts
- Anniversary gifts
- Club deals
- Coupon codes
- Scratch cards
- Social sharing

## Tools for Multichannel Communication

- Welcome messages
- Splash screens
- Push notifications
- In-app pop-ups
- SMS
- Surveys
- Feedback forms
- Contact us forms

## Content Features

- Registration form
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- Catalog/Menu
- Photo gallery
- Store locator, maps and navigation
- Social channels & feeds



*Want more information about planning your Como Sense loyalty program?  
Your success manager is always happy to help!*