Eagle Loyalty Overview

Eagle Loyalty gives your business the ability to reward your customers for their patronage.

The software tracks customer purchases, converts purchases into points and transfers points into gift card dollars for your customers to spend in your store.

In this course we will take a look at the many benefits associated with Eagle Loyalty, give you a general overview of the process, discuss some pre planning suggestions and review a few recent enhancements.

There are numerous benefits associated with implementing Eagle Loyalty.

Using a Rewards program can encourage repeat business and customers receiving rewards tend to shop more often.

Offering incentives can also help you retain existing customers,   acquire new customers   and even win-back previous accounts.

The Eagle Loyalty reporting and tracking features allow you to spend more time, effort, and money to market to your best customers and maximize your return on your marketing investment.

You can also plan a more intelligent merchandising strategy and encourage add on sales that coordinate with your loyalty promotions.

The Eagle Loyalty program allows you to choose when rewards are issued.

This program is customizable so you decide how purchases are converted.

And because you are the administrator of the plan, there is no third party involvement, saving your business from paying merchant fees.

Eagle Loyalty uses a simple process.

First customers enroll using an existing Accounts Receivable record or by adding a new one.

The Eagle Loyalty number can be added in Customer Maintenance or through the Quick-Add screen in Point of Sale.

A gift card number is also linked to each customer.

When the set number of points has been accumulated, a report is run to add the Reward Dollars on to the gift card.

Gift cards are kept as 'stored credit cards', eliminating the need for Customers to carry the actual Gift Card with them.

Customers can then easily redeem gift dollars when they come through your POS station.

A prompt alerts the cashier that a balance is available to apply to their purchase.

Prior to using a customized Eagle Loyalty Program, there are several decisions that must be made. These include:

How do customers earn points.

 Is it 1 point for each dollar spent?

Or 1 point for every $2 dollars spent? Or some other configuration.

Do you want the same ratio of 'points to dollars' applied to all Departments?

At what Level will points be converted to Gift Card Dollars?

How often will this conversion take place?

These questions will be easy for you to answer and modify once you complete the Training on Demand 'Eagle Loyalty Agenda'. But it's never too soon to begin thinking about them.

On Eagle Software Release 26 and higher you can configure your system to automatically assign a loyalty number.

Additionally, you can automatically assign a Loyalty Dollars ID using a preset range of bin numbers.

Release 26 also contains a Subscription Fee and Renewal feature. Assign expiration dates and keep your data base clean and up to date.

Along with these advancements, and easy to use Loyalty Summary window provides the loyalty status and reward history within Point of Sale.

These features will all be examined in detail during the next four Eagle Loyalty Training on Demand courses.

With the many benefits available to you, it makes sense to explore the Eagle Loyalty program further.

Some simple planning and the use of powerful enhancements make it an invaluable tool to increase sales and keep your customers coming back.

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