



Introducing – Your Customers

To maximise the value of your business you need to understand your customers as a group and as individuals. Then use that understanding to communicate effectively how your business meets their needs.

It sounds like hard work. But it doesn't have to be...

EFTPlus for Customer-Smart Business

EFTPlus turns your existing eftpos and credit card transactions into a powerhouse of customer information, loyalty and communication. With no special effort from you.

EFTPlus gives you everything you need to be customer-smart:

Information

You're already collecting fantastic customer data. EFTPlus will turn it into amazing information and match it with ideas to build revenue.

Loyalty

Get to know your clients with an oh-so-easy loyalty club that will get them talking and coming back for more.

E-Marketing

Stay in touch with your customers with personal and relevant emails or texts.

Look inside for more information. View the quick videos on www.eftplus.co.nz. Or, if you have any questions, we'd love to answer them...

Contact EFTPlus:

 0800 326 624
 info@eftplus.co.nz
 www.eftplus.co.nz





You're sitting on a Data-Mine

What is the size of your customer-base?
How many customers are repeat buyers?
What is the average time between visits?
What is the average value of each purchaser?
What is the lifetime value of your clientele?
Which branches are underperforming?

EFTPlus will give you these answers and so much more with performance updates emailed directly to you.

Every day EFTPlus will tell you all sorts of things about your customers and how your business is doing (consultants call these Key Performance Indicators).

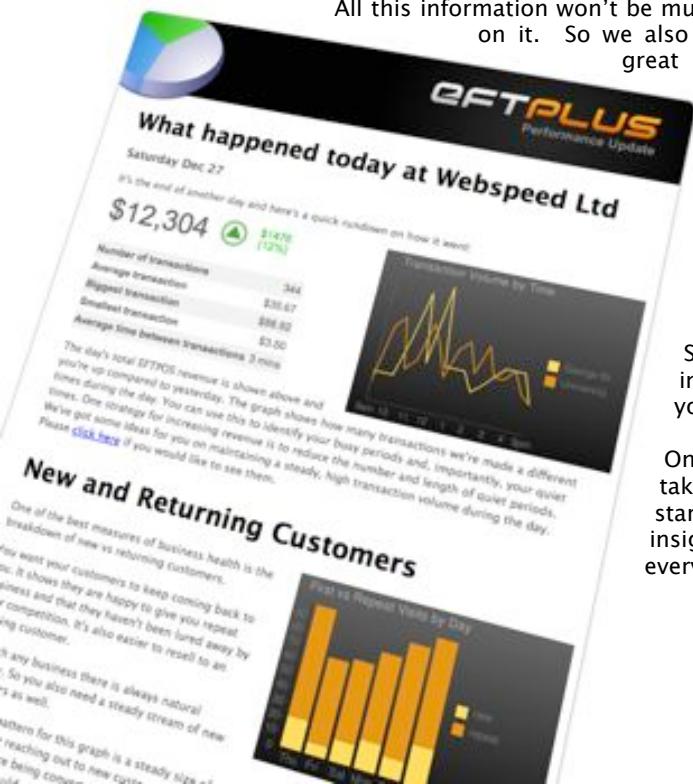
You won't be wading through a raft of boring data though. We package it all up into beautiful, easy-to-understand graphs and tables.

All this information won't be much help if you can't act on it. So we also include links to some great articles with simple ideas you can use to keep improving revenue.

You're already collecting the data.

So let EFTPlus turn it into **information** for you.

One phone call is all it takes to set up and to start receiving business insights in your inbox every morning.





NZ's Best Loyalty Scheme – Yours

Now that you know your customer-base, give them a great reason to keep returning with your very own loyalty programme – the most advanced available.

EFTPlus turns your customers' eftpos and credit cards into loyalty cards. It gives your customers the chance to earn reward points with every transaction.

After each visit they'll receive your automated email or text thanking them for their business and keeping them up-to-date with their points balance. Or they can check on your very own loyalty club website, we set up for you.

How they are rewarded is up to you – a free coffee at 35 points, a 10% discount at 100 points, or perhaps a two for one deal at 250 points. You can even provide individualised rewards for special events like birthdays or anniversaries.

Whatever the reward your customer will return to your place to redeem it.

All This and Still So Easy

It's a complete opt-in system where your customers choose to sign up via email, txt, or web. You just decide on rewards and your customers simply pay like they've always done. There are no coffee-cards to print. No stamping required – nothing that will slow down your business.

And the best of all, you get to know the people in your customer-base as individuals.



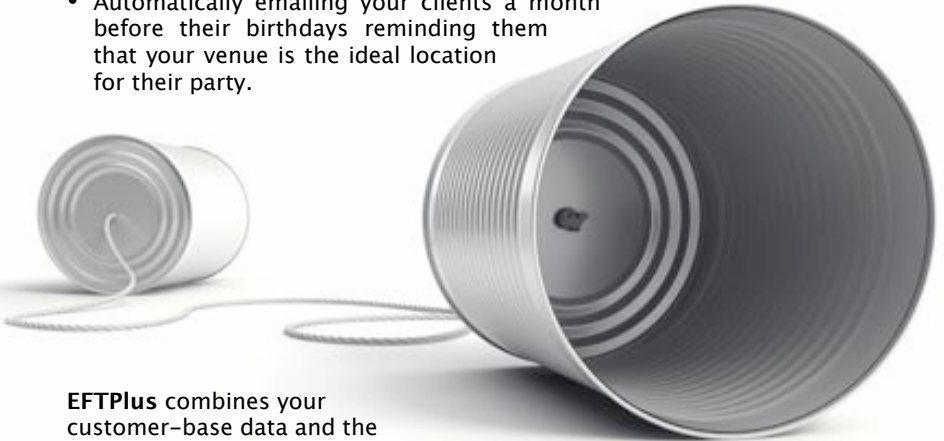


Get an A in E-Marketing

Your competitor's idea of eMarketing is probably a monthly newsletter that gets deleted more often than read.

Here's our idea of eMarketing:

- Sending a "We miss you" email to your top one hundred customers who haven't visited in the last three months.
- Finding you're suddenly quiet at 10:45am on a particular Thursday and texting everyone a two for one coupon valid for the next half hour.
- Automatically emailing your clients a month before their birthdays reminding them that your venue is the ideal location for their party.




EFTPlus combines your customer-base data and the loyalty programme into a powerful eMarketing engine that makes sending messages, like those above, easy.

We don't expect you to define complicated searches. Just select one of the predefined customer groups, enter your message and click send.

It's so easy you can do it on your cell phone while standing at the counter.

Customer-Smarten your business with EFTPlus.

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