

Fimble[®]

Loyalty &
Rewards

Table of Contents

- Benefits
- Overview
- Enrollment
- Types of Programs
- Points Accumulation
- Points Redemption
- Additional Options
- Loyalty Cards
- Rewards Monitor
- Analytics
- Custom Configuration



Building Loyalty, Growing Business

With customers becoming more value-conscious and selective, loyalty programs can offer powerful opportunities to turn casual visitors into regular customers.

96%

of loyalty and reward program customers say they're a good way to **get more value** for their money. [1]

81%

of customers not currently enrolled in loyalty programs, say **they'd join** one if offered by a **favorite** restaurant. [1]

78%

Of customers say they are **more likely to visit** a restaurant where they can earn points, even if it isn't as convenient. [2]

And with **52% of customers already participating in a program**, F&B businesses that leverage the right technology can truly stand out and turn loyalty into repeat business and long-term, sustainable growth.

Sources:

1. Restaurant Technology Landscape Report, [National Restaurant Association](#)
2. [National Restaurant Association](#)

Benefits



Grow Your Loyalty Base Faster

Fimble makes it easy for customers to join your loyalty program by offering flexible enrollment options, digital and physical loyalty cards, and sign-up incentives that motivate participation.



Turn Guests into Regulars

With customizable points rules, levels, and multiple redemption options, F&B businesses can encourage customers to return more frequently by giving them rewards that feel valuable and fun.



Increase Revenue with Smart Rewards

Fimble allows businesses to use reward rules that support their revenue. Whether incentivizing higher spending or promoting specific menu items, loyalty programs become a strategic tool for increasing order value and sales.



A Seamless Experience Across Channels

Fimble ensures loyalty benefits are accessible across your website, mobile apps, POS, and kiosks—giving customers a consistent loyalty experience wherever they interact with your brand.

Overview

Key capabilities for designing and setting up a successful rewards program.

Enrollment

Select from a range of enrollment options that allow customers to join your rewards program.

Types of Programs

Explore the different types of programs available to best fit your needs.

Points Accumulation

Define how customers will earn points based on different rules.

Points Redemption

Offer a range of redemption options, including coupons, discounts and gifts.

Additional Options

Discover more options for designing loyalty programs that align with your brand.

Loyalty Cards

Explore different types of loyalty cards and how they can be used within your program.

Rewards Monitor

Easily manage your customers' rewards through a dedicated rewards screen.

Analytics

Insights to help you optimize your program and improve customer engagement.

Custom Configuration

Additional custom configurations designed to cover the unique needs of your business.

Enrollment

Any rewards program starts with your customers' enrollment, which can be set up in 3 ways:

- **Automatic Enrollment**—Customers are automatically enrolled in the rewards program when they sign up, without having to provide additional confirmation or consent.
- **Manual Enrollment**—Customers can choose whether or not they want to join the rewards program during sign-up.
- **Administrative Manual Enrollment**—This option is for rewards programs that are exclusively available to selective customers (e.g., VIP). The Rewards program administrator (e.g., Marketing dept.) can manually enroll customers in the specific program.

Once enrolled, customers enjoy loyalty benefits across all channels (Web, Mobile Apps, POS, Kiosk).

There is also an option to reward bonus points upon sign-up or enrollment, e.g., “Sign up today and win 100 points.”

Types of Programs

Choose between two types of programs available to best fit your needs.



Accumulation Only

- **Accumulation only** programs allow customers to collect points without any redemption options.
- Customers can **increase their rewards level** (e.g., Bronze, Silver, Gold) to unlock additional benefits, based on the points they have acquired.
- **Benefits** can include exclusive deals, lower delivery fees, lower minimum order or priority on delivery.



Accumulation & Redemption

- **Accumulation & Redemption** programs allow customers to earn and redeem points for coupons, gifts, and discounts.

Points Accumulation

Points can be earned based on one of the following rules:

- **Per Product**—Each product offers different points. For instance, 5 points for a special pizza, 1 point for a beverage, and so on. Ideal for promoting specific products.
- **Per Order**—Earn a predefined number of points with each purchase. For instance, 10 points for every order placed. Ideal for increasing order frequency.
- **Per Revenue**—Earn points based on your spending, for instance, receive 10 points for every \$10 spent on your order. Ideal for boosting average order value.

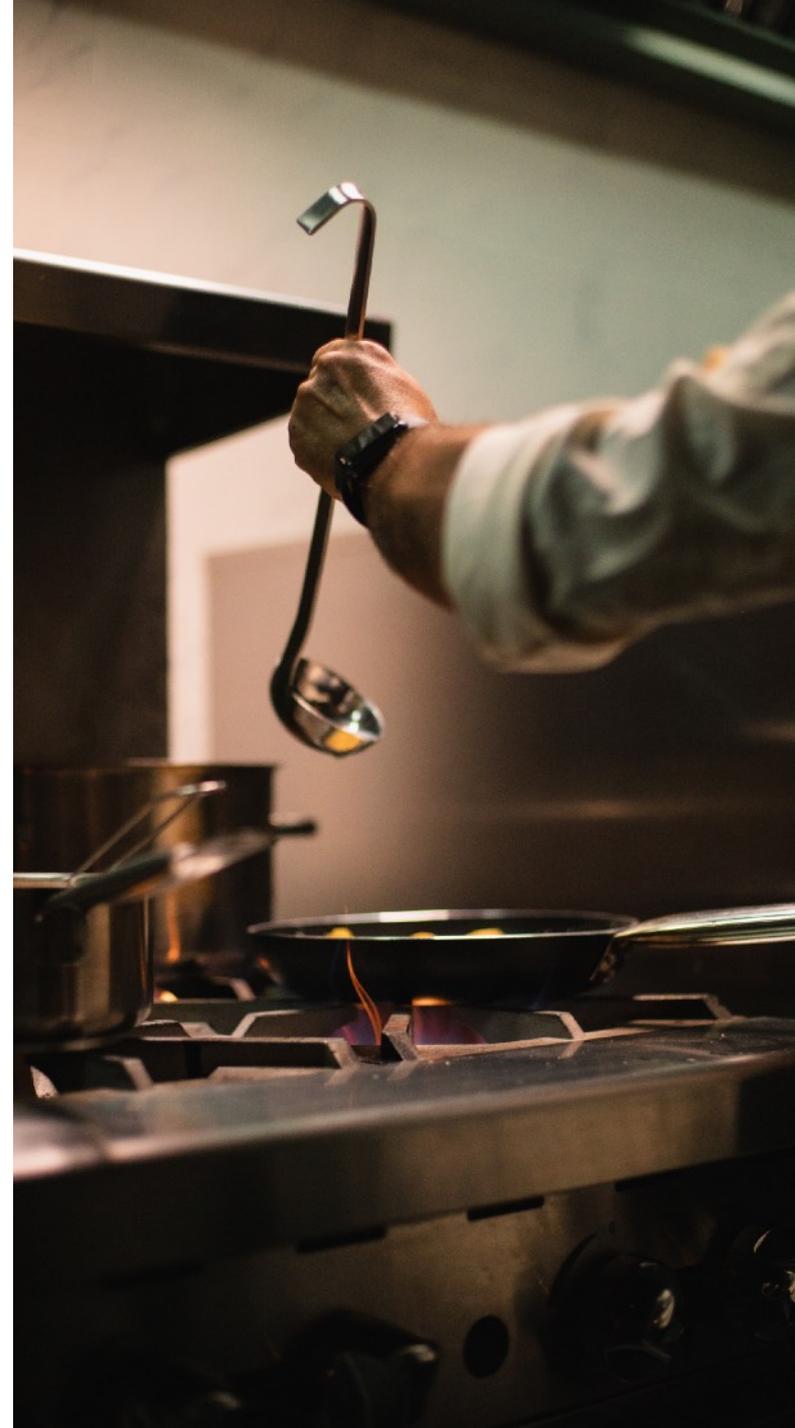
You can also set points to expire after a specific number of days for increased urgency.



Points Redemption

Offer a variety of redemption options, including coupons, discounts and third-party gifts.

- **Coupons**—Redeem points for coupons tied to offers, e.g., 50 points for a free coffee or 100 points for a 20% discount on your next party order over \$100.
- **Discounts**—Redeem points at checkout for a direct discount. For example, if your total basket is \$10, use 200 points to get a \$2 discount. The multiplier/ratio of points to currency can be adjusted.
- **Third-party gifts**—Redeem points for gifts from collaborating brands, e.g., a Microsoft Keyboard or a free movie ticket. Fimble also offers a gift delivery module for managing won and delivered gifts.





Additional Options

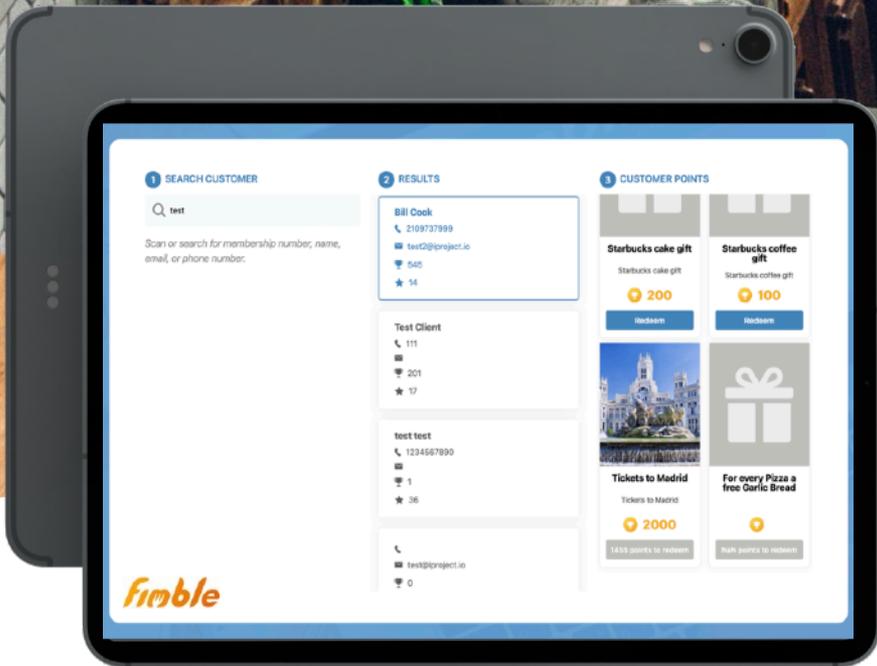
Explore additional options for designing loyalty programs to align with your unique requirements:

- **Multiple Programs**—Run multiple programs with different start and end dates, e.g., *Summer Special Rewards*.
- **Program Activation**—Apart from scheduling dates, you have the flexibility to activate or deactivate rewards programs dynamically.
- **Multilingual**—Just like any other content, rewards program pages can be available in multiple languages.

Loyalty Cards

- Members can enjoy the convenience of a loyalty card, available in both **digital** and **physical** formats.
- When a customer enrolls, digital cards are **automatically assigned** to them and shown in their account (web and mobile apps).
- **Physical cards** can be picked up in a store or shipped using our dedicated Shipments module.
- Both digital and physical cards can be scanned at the **POS** or **Kiosk**. If there is no barcode scanner available, the card number can also be entered manually for customer identification.
- Supports **multiple card types dynamically**, including customer and staff cards.
- Card details, including number, balance, code, activation date and expiration date, **can be manually updated**.





Rewards Monitor

The optional **Rewards Monitor** screen gives store employees full control over customers' rewards, allowing them to:

- Check card validity
- Validate points
- Manually add or remove points as needed
- Manually redeem points with coupons and gifts

Analytics

Insights that help you optimize your rewards program and improve customer engagement.

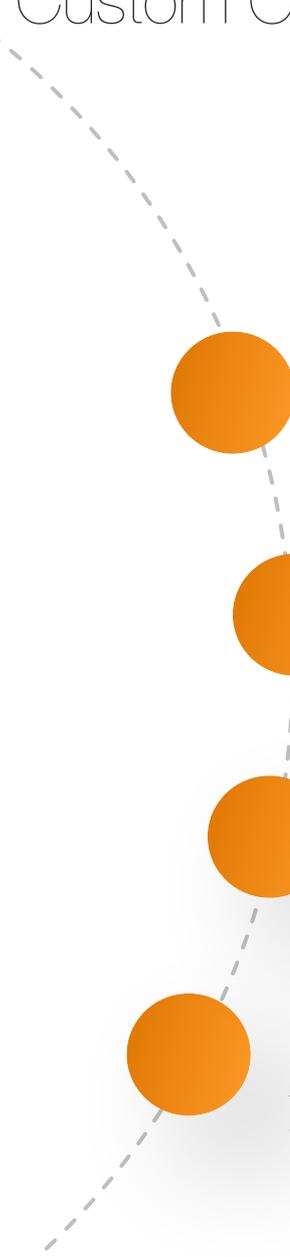
Rewards data like points, enrollment dates, status, and levels, can be used to create **dynamic customer segments**, enabling targeted communications and personalized deals.

A set of powerful reports that provide detailed analytics on:

- Rewards activity
- Points accumulation data
- Points redemption data
- Total sales per rewards coupon
- Total discounts per rewards coupon

Custom Configuration

Additional custom configuration can be applied to fully cover your unique business needs across the following areas:



Program Types

Creating custom program types, such as giving away a lottery ticket for every order over \$10, which can then be used to enter the lottery for a chance to win a random gift.

Points Customization

Customizing points accumulation and redemption rules, such as giving out double points during happy hour, one gift for every three orders, and so on.

Achievements

Setting predefined milestones to increase engagement, such as awarding 100 points for ordering on your birthday, 50 points for buying 5 milkshakes, and so on.

Gamification

Additional gamification mechanics can be applied to increase engagement, such as hidden treasure hunts or incentivizing customers to go to a store in person to unlock special rewards.



Thank you!



For more details you can visit us at

www.fimble.io

