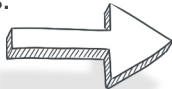


10 customer benefits and perks that cost you (almost) nothing.

Inflation and lower demand hit your loyalty programme profitability?

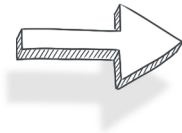
Here you can find ten ideas for benefits and perks your customers would love that will cost you (almost) nothing except implementation costs.



1.

Virtual receipt: purchase history

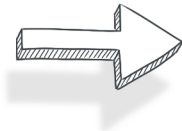
As a club member, you can access your purchase history in the digital app or website online profile.



2.

Virtual receipt: product returns

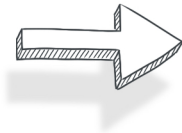
As a club member, you can return or exchange the product without keeping the original paper receipt.



3.

Extended product return policy

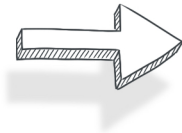
As a club member, you have xx more days to change your mind and return the product.



4.

Liberal return policy:

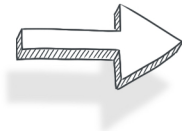
As a club member, you can return
all products free of charge.



5.

Price protection

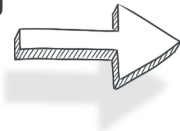
As a club member, you always have the lowest price. If we reduce the price of a purchased product within xx days, we will refund you the difference.



6.

Easier access to the services/products; member number as a customer ID

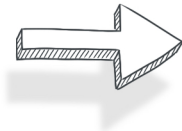
As a club member you have simplified access to services (e.g. customer financing or delivery)



7.

Personalisation of customer/member profile

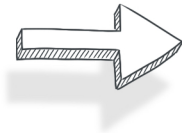
As a club members, you can personalise your online profile.



8.

Early access to product launches

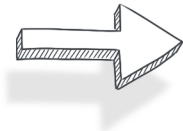
As a club member, you have
priority access to collections
and new products.



9.

Extra discounts during the sales or for discontinued products.

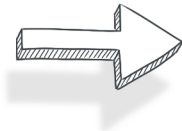
As a club member, you will get an xx% extra discount from the last price on the label.



10.

Gift Registry

As a club member, you can create a list of items they wish to receive and then distributes it to family and friends.



Write in the comment

what is your idea

for non-cost perks and benefits
for your club members



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