

# tranxactor

## CUSTOMER LOYALTY & PAYMENT SOLUTIONS

for retail, QSR, hospitality  
& corporate business



Integrated Mobile &  
Web Applications



Digital Marketing via  
Email, SMS & Push



Loyalty CRM Rewards  
Management &  
Campaigns



Digital and Plastic  
Gift Card & Payments

End to end solutions delivered in the cloud

■ New Zealand

■ Australia

# CUSTOMER LOYALTY SOLUTIONS

## Why every SME should gain the loyalty programme advantage

A loyalty programme will turn occasional buyers into regulars, and regulars into advocates. But there's more:

- Increase frequency & repeat purchases by 25-95% (Harvard Business Review)
- Boost average spend — customers spend 67% more in months 31-36 than months 0-6 (Bain & Co)
- Reduce marketing costs — retained customers require less persuasion
- Gain customer insights to personalise offers (e.g., "We noticed you love flat whites—here's \$2 off your next one")

*Turn customers into loyalists and advocates*



## We can help you get that advantage

Our loyalty solution can be tailored for any size business to suit you and your customers.

- Full shopping basket capture
- Points issuing & redemption
- eVouchers and coupons
- Rewards and redemptions in real time
- Campaign & promotion tools
- Reports and analytics
- Clubs, memberships & other groupings
- Ranks and tiers with configurable rules
- Integration with POS



Physical or digital – full integration with POS

# GIFT CARD SOLUTIONS

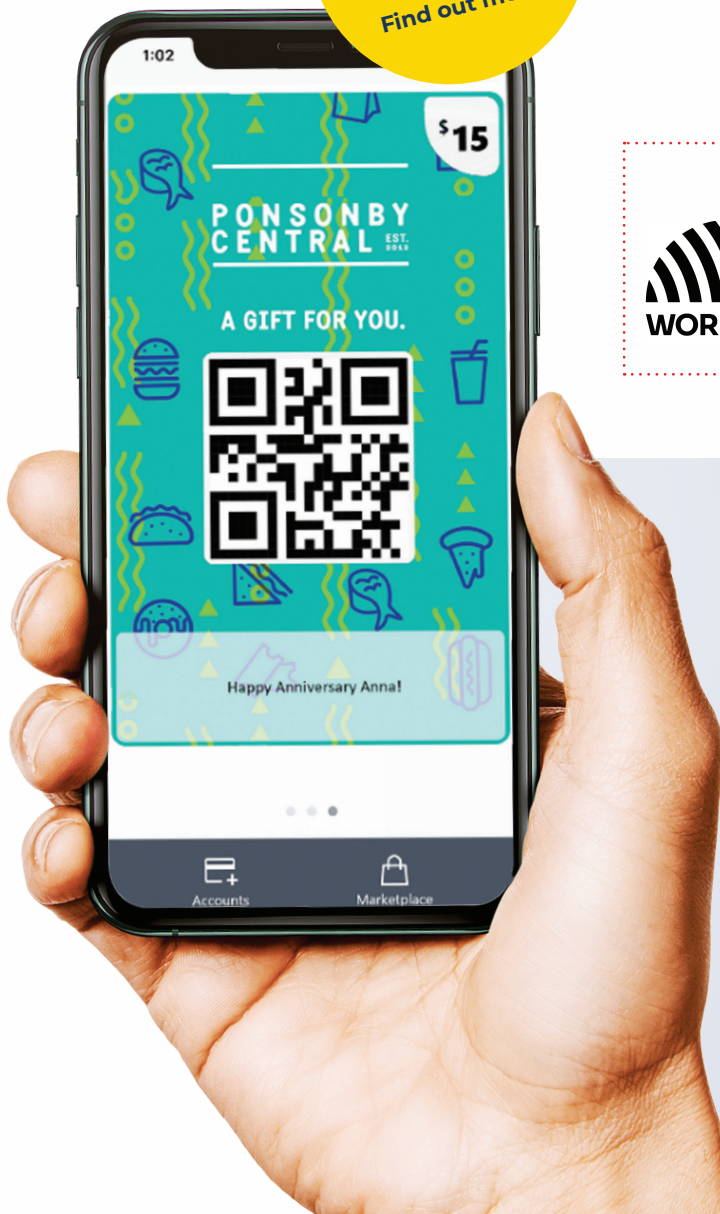
## Boost your business with gift cards

Gift cards aren't just a payment option - they're a smart marketing tool for SMEs in retail and hospitality.

- Get paid upfront, even before redemption
- Attract first-time visitors through gifting
- Most customers spend beyond the card's value
- Your card, your brand - shared and seen
- Ideal for seasonal sales and special offers

*Turn simple gift cards into powerful sales drivers*

**NEW!**  
Complete digital  
solution now  
available.  
Find out more.



**Already have a plastic gift card?**



**Consider going digital**

Operational cost reduction: 72%

Gift card sales increase: 41%

YoY holiday season  
performance: +67%

Customer satisfaction : +28%

Average gift card value:  
Increased 32%

\*Case study available

Connected to all major  
payment networks



## We can help boost your sales

- Plastic, digital, and mobile options
- Flexible expiry
- Pre-set or customer select denominations
- Min and max transaction value settings
- Multiple usage until value expended
- Reload option
- Card Security – PIN or Password
- Settlement and Clearing House functions
- Online sales and redemptions via APIs
- Online accounts for cardholders & stores
- Daily liability reporting & fraud monitoring

# YOUR ALL-IN-ONE PLATFORM

## for Loyalty Rewards & Gift Card Success - Proven Globally

Customers expect more these days. They want flexible rewards, seamless gift cards, and effortless payments. Tranxactor delivers all three on a single, cost-efficient platform, helping attract, retain, and engage with customers. Here's how Tranxactor can power your growth.

- **Gift Cards That Drive Sales** – Issue, redeem, and manage digital & physical gift cards with real-time tracking and fraud protection.
- **Loyalty That Builds Habit** – Reward customers instantly and let them redeem effortlessly boosting repeat visits and increased sales.
- **Unified Payments & Stored Value** – Combine gift cards, digital vouchers, rewards and incentives into one frictionless system.
- **Robust and Reliable** – Millions of transactions processed flawlessly.

Our platform offers excellent cost efficiencies to help cut operational costs while increasing redemption rates and customer lifetime value.

### Exclusive Offer

Free Gift Card & Loyalty Consultation! Wondering about next steps?  
Get a no-strings 30-minute consultation with our team. Contact us today!

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