Como Success Tips

3 Essential Ways to Understand the Value Loyal Customers Bring to Your Business

How effective is your loyalty program? What are you doing right, and where is there room for improvement?

Questions like these are essential for any business looking to engage their customers, keep them shopping, and drive more sales. To make it easy for you to find the answers, Como's intuitive Qlik Sense BI dashboard gives you a wealth of valuable data. Your dashboard provides critical details from your business, including purchase quantities from each of your locations, gifts and rewards redeemed by your loyalty club members, and other KPIs and trends.

Here are three ways to use your BI dashboard to gauge if your loyalty program is hitting targets:

COMPARE YOUR CLUB MEMBERS TO NONMEMBERS

What better way to see how well your loyalty program is working than by comparing your club members to the rest of your customer base? For example, you can see how much more money members spend than nonmembers. Then use filters to see the parts of that picture that interest you most, such as specific locations, times, and member segments.

SEE WHICH PROMOTIONS ARE SHOWING YOU THE MONEY

The Benefits Dashboard shines a spotlight on each of the perks you offer, so you can easily see how well they meet your business goals. Do the promotions raise spend? Do members come back to redeem them? How many, how fast, and at which of your locations? You can use all this information to help your promotions bring in more sales.

START YOUR DAY WITH THE HIGHLIGHTS

For every business, there are key insights that help steer the course. A quick check of your loyalty program's highlights will help you do just that, with info such as the percent of your club members who are active, your most-sold product, your most-redeemed benefit, and more. Then, you can adjust your view to drill down to the numbers that matter most to you.

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Contact us to find out how Como Sense can work for your business