Como Success Tips

3 Stats in Your Dashboard to Check Every Day

$89,900
Sales

367
Visits

1,785
New members
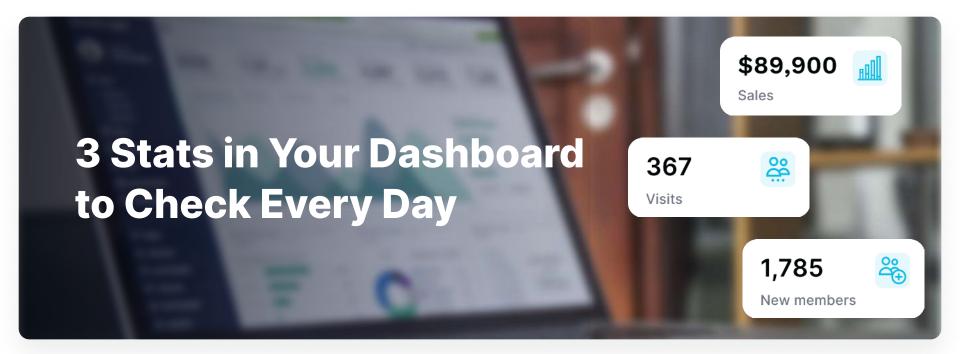
In today's competitive business environment, you need to react fast to changing situations. That's why Como Sense includes cutting-edge data tools, such as the Dashboard in your Como Hub. The Dashboard gives you an overall snapshot of your loyalty program's performance in real time, so you get the answers you need quickly, and also see the first warning signs of any negative trends.

KEEP YOUR EYE ON ENROLLMENTS

The **Joined the Club** figure in the Dashboard's top row shows you the number of new members. If that all-important number starts going down, it's time to step up your recruitment efforts, like refreshing your joining gift and promoting it with signs throughout your business. Perhaps most important, remind your employees to push the program—or even try an employee competition!

SEE WHEN YOUR SLOW AND PEAK TIMES ARE

You can use the **Loyalty Actions** graph to see exactly how many members are active (doing things like using points and redeeming gifts) at any given time. It's a great indicator of your loyalty program's peak times—and can also show you when things are slow. For those times, you can start adding special promotions to bring your members back in.

FINE-TUNE YOUR DASHBOARD FOR YOUR BUSINESS

You can choose which four metrics you want to see first in the top row of your Dashboard. We recommend displaying the stats showing the usage of **points, punch cards,** or **credit** based on your business model. Running a special promotion? You can change your settings anytime to see if the relevant numbers are rising, such as how many members **redeemed a gift** or **opened the app.**

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