



Bring Members Back with Cash Incentives

With cash incentives (called “Credit” in the Como Sense control panel), your members can accumulate or buy an actual amount of pounds, which they come back and spend at your business. They store the money in your app, and then pay at the POS using just their phone and a simple security measure like a code.



URGE MEMBERS TO ACCUMULATE AND/OR TOP UP

Each time a member makes a purchase and gets more cash back, send them a “You just earned \$6!” message and connect it to the wallet screen in your app to show the new balance. Also, make it easy for them to top up on their own. Set up a catalog with a range of offers they can purchase using PayPal. For example, \$25 of shopping for \$22.



THE GIFT THAT KEEPS ON GIVING

You can send members a gift at any time, so why not some free cash? Whether for a birthday, as a reward for purchasing, or for any special promotion, it’s a great way to recharge members’ interest in coming back to spend their balance. If you charge a sign-up fee, consider sending it straight back to the new member’s cash balance to start them off with some money to spend!



USE CASH INCENTIVES FOR TARGETED MARKETING

Cash incentives give you rich opportunities for personalization. Want to pamper your VIPs? Double their accumulation rate: for example, 10% instead of 5% cash back on purchases. Or send them more free cash more often. Remember, you can target any segment. For example, tag the employees of nearby businesses, or the students of nearby schools, and offer them exclusive cash perks.