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SUNCORP BANK
Business



Case Study • Suncorp Bank



“StickyFeet is engaging loyalty that sticks”

- StickyFeet Loyalty is included for Free with the GiftCard platform.
- You can now have the **power** and **profits** that come with your own branded gift card & loyalty card programs.
- Choose from our powerful programs - or customise your own.
- StickyFeet online loyalty links allow your customers to enrol in your loyalty program.
- Knowing who your customers are and being able to **pro-actively engage** with them creates **stickiness** and keeps them coming back.
- Myer has seen a 650% increase* when they create **stickiness** by **pro-actively engaging** with their loyalty customers.

Speak:
Phone: (+61 2) 8007.6400
Toll Free: 1.800.814.748

Write:
Email: stickyfeet@iqgecko.com.au

Drop in for a Cuppa
*We'd love to see you at your place or ours.
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Hurry & contact IQ Gecko to receive your complimentary setup and a FREE Month Service (total value \$249)

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REQUIREMENT:

To add value to their merchant offering, Suncorp Bank wanted to add loyalty and gift card features to their EFTPOS solution suite.

SOLUTION OVERVIEW:

Interface the Suncorp Bank EFTPOS terminal to the IQ Gecko 'StickyFeet' loyalty cloud with secure single-swipe manager and clerk log on.

Include an automated loyalty point for dollar ratio, gift card with 0% MSF while printing the retailer logo, point status and gift card value on the receipt.

SOLUTION SPECIFICS:

Using the EFTPOS terminal coding language (C++) we interfaced 'StickyFeet' to create a secure loyalty cloud connection while ensuring permission restrictions.

Add loyalty campaigns + logo graphics and text for receipts. Include access to the StickyFeet loyalty cloud for merchant loyalty mobility access via any web enabled device.

SOLUTION WORKFLOW:

The merchant securely logs on with the swipe of a card. After collecting their card in-store, the loyalty member earns points by swiping their card on the EFTPOS terminal.

The loyalty member name and points are displayed on screen while the transaction receipt is printed - complete with updated points & merchant logo.

SOLUTION OUTCOME:

With a simple logon Suncorp merchants have a loyalty solution which increases their customer spend amount and frequency by up to **18%**.

Studies show that consumers now expect merchants to offer Gift Cards. As gift cards have an **11-1** pickup rate when compared to a paper gift vouchers, Suncorp merchants can now effectively tap into this market.

engaging loyalty that sticks

