

# Rewarding Visits Quick-Link

Quick-Link is for any business wishing to instantly connect with prospects and customers. It measures the effectiveness of their marketing channels by tracking a customer journey from advert to visiting store, in an easy and efficient way. It provides the ability to run an incentive and promotional scheme, and build a customer database for direct marketing to drive return visits.

## Who For?

Primarily designed to work for branded multiple outlets that wish to drive people to store, measure which marketing channels are most effective, and connect with their customers.

## Key Features

- **Measure Marketing Effectiveness by Channel**  
Link marketing channels to in-store visits, with the ability to know which customer has visited which store and when, and know those with an intent to purchase
- **Online to Store**  
Know who views your products online and then comes to store
- **In-Store Sign Up**  
Allows in-store browsers to become instant members to influence their purchasing decisions and encourage immediate spend
- **Measure Return Visits**  
Incentivise visitors in-store to enter their member number each time they visit, thus knowing frequency of visits by store and by customer
- **Database**  
Build a database of prospects and customers, with the ability to incentivise browsers to return to store or complete a purchase
- **Direct Marketing**  
Carry out bespoke marketing by email and text to incentivise returns
- **Dashboard**  
To manage promotions and review customer data and demographics
- **Easy Redemption**  
Offers and incentives can be redeemed in-store by entering codes through an EPOS till system, Tablet device or Touchpoint terminal
- **POS Touchpoint Terminals**  
Encourage in-store sign ups by using an own branded Touchpoint terminal for customer interaction, as well as using the screens to display promotions and advertising
- **Intelligent Vouchers**  
Customers can print vouchers from the Touchpoint terminals to redeem in-store, which provides customer data as to when and where they were printed
- **Plug in and Go**  
No IT changes required, Touchpoints simply plug in and connect to the internet



"We are finding the vouchers are easy for staff to handle when the bar is busy, and our customers love them."

**Tom Roberts** Manager,  
Wetherspoons

