Loyalty app can be customised to offer rewards, CRM

Bluezone Media has introduced MobiLoyalty, a mobile app designed to help local businesses reward their customer base quickly and easily. Loyalty programme options include Checkin, QR code, punch card and a rewards sharing system, depending on customer needs. The app can be linked to a matching web page for subscriptions and rewards management and social media pages for real-time posting. The solution allows users to track customer data, such as programme participation, campaign success and customer demographics.

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