



**“RELIABLE AND REWARDING!”
THE REVIEW EVERY RETAIL
CARD SHOULD GET.
HERE’S HOW.**

RETAIL CARDS

WHAT ARE THE CARDS SAYING ABOUT YOUR BUSINESS?

Since their introduction, retail consumer cards have seen considerable success among consumer markets. They have prompted more frequent purchases by incentivizing shoppers with attractive loyalty card programs and introduced new customer segments through gift cards.

These cards have become the core success strategy of retail marketing campaigns and are integrated within existing systems to secure higher retention rates, increase sales frequency, and understand purchase preferences in more depth.

Convenience is rewarding.

Retail businesses are continuously exploring new ways to enhance product or service accessibility and we've been serving winning solutions along the way.

Giving customers more flexibility to manage and personalize their retail cards empowers their purchase autonomy and strengthens their trust in your business.



Smart solutions that automate the card-issuing process help improve efficiency and cut resource costs while topping off customer satisfaction.

Get quick ROI with card printing kiosks.

CULTIVATE INNOVATIVE EXPERIENCES

The retail industry is typically highly competitive. It places brands in a non-stop cycle of finding innovative approaches to gain market recognition and leave long-lasting impressions. It's a "buzz city" of its creation where customer loyalty depends on how long your service can serve exceptional experiences.

When searching for the latest retail tactics, business owners reach out to us with questions on our custom and ready-made issuance kiosks. They gain more insight into their buyer journeys and discover why consumers are inclined to drive more action when left unattended.

Self-service means freedom.

By connecting loyalty card programs to self-issuance systems, a business can achieve more rewarding experiences as people select and issue their retail cards aligned with their preferences. This is why it's common nowadays to find card printing kiosks in all kinds of retail shops such as clothing stores, coffee shops, and grocery markets.



Loyalty programs are presented by point-based bundles that compensate consumers with discounts, credit, barter, and other advantages that boost customer engagement and motivate new shopper visitations. Rewarding customers through the automated issuance of loyalty cards is one way to ensure business continuity and growth.

Brand empowerment is one kiosk away.

SOLUTIONS AFTER SERVICE

It's never too late to set up a reward system or upgrade existing ones. We like to keep customers informed about the latest updates on card printing trends that support their goals. With automated card printing kiosks, the benefits go beyond service quality.

Issuance automation is a game-changer.

As a retail store owner, it is expected to prioritize customer satisfaction goals to maintain business revenue. However, if your systems are not seamless, competition may take over.

Along with self-service card issuance, a business should prioritize advanced printing features, card durability, and fast performance to stand out from the competition. Smart printing solutions are equipped with top-level data insights that serve as a platform where critical business questions are answered:

■ REAL-TIME INSIGHTS

Measure customer satisfaction and preferences.

■ SERVICE FOLLOW-UP

Manage complaints easily and instantly.

■ AREAS FOR IMPROVEMENT

Gain a new outlook with transactional data visibility.

■ DATA-DRIVEN STEPS

Dynamic reports that support better decision-making.

With smart self-service kiosks, retail stores can plan more effective steps, enhance service, strengthen relationships, analyze rich data, and create card experiences better than the competition.

For example, if a shop notices that customers won't purchase a product unless they test it. Gift cards can serve as a new revenue channel, faster than promotional samples and advertising.

Gift cards accelerate returns.

AUTOMATED CARDS BUY TIME

By offering frictionless services and eliminating queuing, you are already half-way into service excellence. Self-service kiosks are a proven way to exceed customer expectations.

Imagine a customer entering your store to wait for an hour to purchase a gift card. How would that make them feel? They would leave and opportunities would be lost. Automated card printing kiosks serve customers personalized cards in seconds.

Cut time to win lifetime customers.

We designed Heidi CP55-K as a durable and compact self-service card printing kiosk made to fit in any service space. It integrates easily with existing retail systems and fulfills card issuance requests rapidly.

Having a reliable automated printing terminal onsite eliminates service errors, workload hassles and ultimately speeds up purchase transactions. Get started instantly and design branded personalized cards. Smart solutions don't have to be huge investments, but they certainly should be wise ones.

CP55-K | A new reason for customers to return.

Feel free to share with us your comments or inquiries on self-service card solutions. We're here heidi@getgroup.com

