# Customer Loyalty

Cultivating repeat business is the key to keeping a strong customer base and maintaining your competitive edge. **Sprouted Customer Loyalty** is a two-tiered solution for **Sprouted Grow** and **Sprouted Pro** systems designed to increase average ticket size and keep customers coming back for more.

## Frequent Shopper

With the **Frequent Shopper Program**, you can automatically award points as purchases are made through your **Sprouted POS** system. Customize the name of your loyalty program and issue barcoded customer cards. Features and flexibility include:

**Product selection:** Tie bonus points to products you choose, like those with a higher profit margin.

**Redemption options:** Customers can redeem points in real-time at the register, or you can mail them gift certificates to be redeemed later.

**Rewards levels:** Create frequent shopper tiers, such as gold, silver and bronze, to reward your most loyal customers with special benefits and drive additional business.

**Multi-store use:** Customers can earn and spend points at any of your stores using the **Sprouted Multi-Store Module**.

## Advanced Gift w/ Purchase

Sprouted makes it easy for you to tie rewards to promotions and proactively communicate rewards-earning opportunities to participating customers with the **Advanced Gift with Purchase Program**. Capabilities and features include:

**Merchandise promotions:** Set start/stop dates for promotions based on vendor, department, fine line code, and more.

**Range of reward methods:**
- Coupons printed at the register for either percent or dollars off a future purchase
- Bonus frequent shopper points based on items purchased
- Raffle tickets
- A free gift or gift card with purchase

With the ability to issue colorful, branded, barcoded customer cards in both credit card and key-chain size, you can leverage your loyalty program in every marketing touch point with customers, from community advertising to in-store signage to checkout conversation.

**Scan this QR code to book a free demo!**

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