

# GLAD – Gift and Loyalty card Application from

Getting a customer to your store the first time might be easy — having them return on a regular basis may be difficult and expensive. Unless you are the only game in town there are a multitude of options for consumers to choose from everyday whether you own a restaurant, clothing store, or dry cleaners. Always keeping you in their mind is important. Having to rely on newspaper ads or coupon packs is extremely expensive and short lived. Trying to always find new patrons while at the same time ignoring your existing ones is a huge mistake. Research shows that it costs up to eight times more to acquire a new customer than to keep an existing one coming back. Yet many merchants continue to overspend on campaigns to attract new business and under spend on building value with the customers they already have. Client retention is one of the most important aspects of your business



Problem here is that Loyalty and Gift Card Systems in the market are very expensive and have a long tail of additional costs in consultancy and customization. Some of the established companies are talking more than 1 million USD before you are up running. Investments of this magnitude are obviously only for the really big players. We at dz card are coming from the other side. We are a card manufacturer and we are here to sell cards. In order to do this we need to offer a back office solution as well.



GLAD is a web based solution hosting both a loyalty and gift card application. It is easily implemented with no investment and no complicated interfaces with existing POS systems or other back office applications.

**Please call your local dz card Sales Executive for a demonstration**

