



# A new way to boost loyalty

Create seamless customer experiences and unleash your creativity with a fresh new approach to managing loyalty programs.

## Make it seamless

You've worked hard to create amazing omnichannel experiences for your customers. Don't let a disjointed loyalty program ruin the vibe.

KWI's loyalty solution is tightly integrated with our powerful platform right out of the box.

Discover how you can boost sales and loyalty without the backend hassles that slow you down.

## One piece of a bigger picture

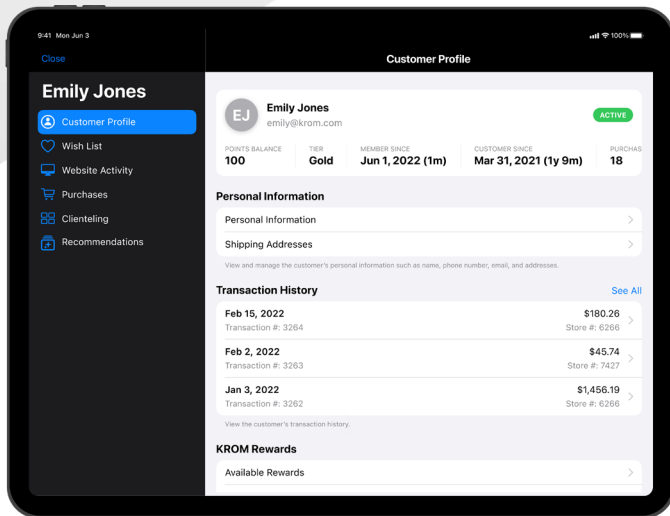
Our loyalty solution is just one piece of our unified commerce platform — all the tech you need to achieve omnichannel greatness supported by us — experts who have helped specialty retailers stay one step ahead for decades.

## Get creative

Explore how our modular loyalty solution enables you to build creative programs that drive results across your customer segments.



# Seamless omnichannel loyalty – without the backend hassles



## Frictionless POS experiences

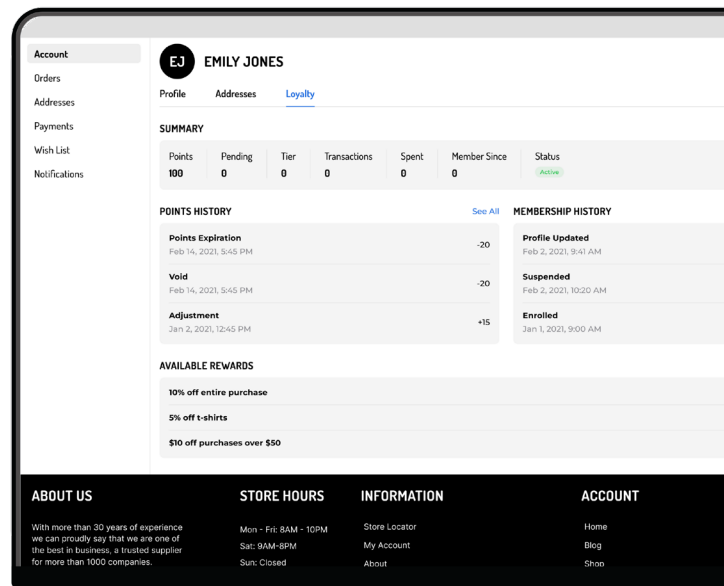
Making customers wait while your staff search for their loyalty info – not a stellar customer experience. Telling them they can't use their rewards for their current purchase – even worse.

KWI Loyalty is pre-integrated with our mobile POS app. Your team can see your customers' loyalty info with the same app they use for checkouts and, with a couple of taps, enable them to use their rewards. Happy customers, happy team members.

## Cohesive digital experiences

Your loyalty program members expect to see up-to-date loyalty info in their online account – including credits for digital and in-store purchases, redemption history, and more. Best not to disappoint them.

With KWI's unified commerce platform, the plumbing to deliver on those expectations is already hooked up, so you can focus on coming up with brilliant ideas to drive loyalty – no wrench or plunger required.



**Not using KWI's POS and eCommerce solutions? Not to worry, our open APIs make it easy to integrate our Loyalty software with your tech stack.**

# Your loyalty program, your way

## Unleash your creativity, drive results

Your customers aren't all the same. That's why rigid loyalty software with its one-size-fits-all approach doesn't cut it. We think it's time to get flexible.

You've got tons of ideas to drive repeat business and create brand advocates. We've got the modular building blocks you need to bring your ideas to life.

Let's make it happen.



### Actions

Choose actions you want to track – like purchases, enrollments, and more.



### Customer Segments

Create customer segments based on profile or behavioral data so you can build tailored programs and rewards that really hit the mark.



### Rewards

Choose how you want to reward loyalty members – points, product promos, or other reward types.



### Campaigns

See what motivates your program members to act with time-bound campaigns that offer rewards tailored to customer segments.



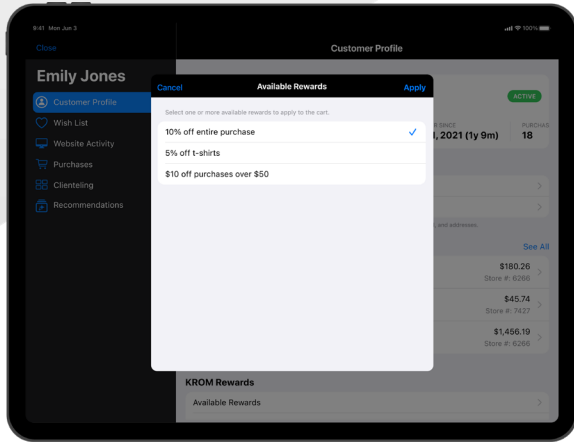
### Tiers

Want to build a tier-based program? No problem. Choose your tiers and define what it takes to reach them. Then map your rewards to your tiers.

**Build your own loyalty adventures with a flexible, modular framework that won't stifle your creativity or results.**



# The tools that get the job done



Give your team the tools they need to create and manage loyalty programs that move the needle. With our modern, slick UI and unified approach to commerce, they'll be driving more repeat business and creating brand advocates in no time.

## Manage loyalty members in your POS

Make it easy for your in-store teams to enroll customers, view loyalty data, cancel memberships, and more via the iOS-native KWI POS app.

## Give corporate teams a single place to work

With KWI's unified commerce platform, your corporate team can manage your loyalty program, pricing and promos, items, locations, inventory, customer data, and more from one set of intuitive cloud-based apps.

And because our modules are hooked up on the backend, your team can spend more time driving loyalty and sales and less time logging in and out of apps and moving data.

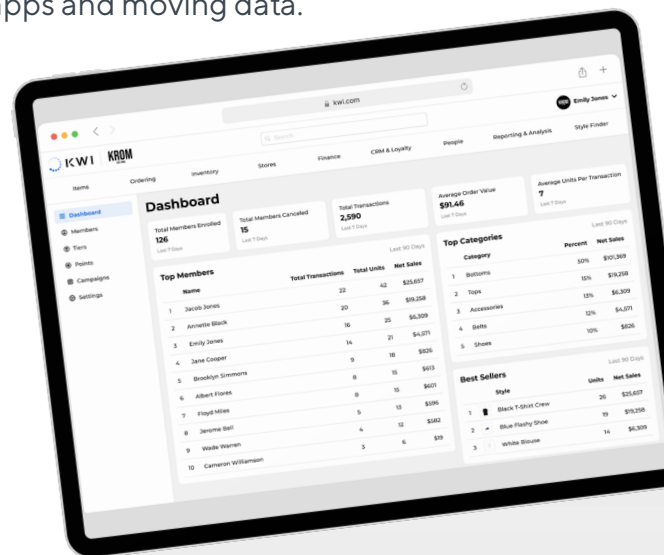
## Keep tabs on your success

Get the KPIs you need to monitor your loyalty program at your fingertips with our pre-built dashboards and reports.

The data you need in real-time — all without the hassle of building reports from scratch.

## Get more control

Do your loyalty incentives sometimes work a little too well? Ahem. We can help with that. We give you the granular controls you need, like the ability to set redemption limits, and set periods for points accrual and expiration, so you can build loyalty without breaking the bank.



# KWI loyalty features at a glance



## PRE-INTEGRATED WITH THE KWI PLATFORM

Deliver seamless omnichannel loyalty experiences and boost team productivity from day one.



## MODULAR FRAMEWORK

Build your own loyalty adventures with modular building blocks that won't stifle your creativity or results.



## MODERN, INTUITIVE UI

Get going fast and turn on a dime with a UI that makes creating and managing even the most complex programs a breeze.



## DASHBOARDS & REPORTING

Get the KPIs you need to keep tabs on your program right at your fingertips.



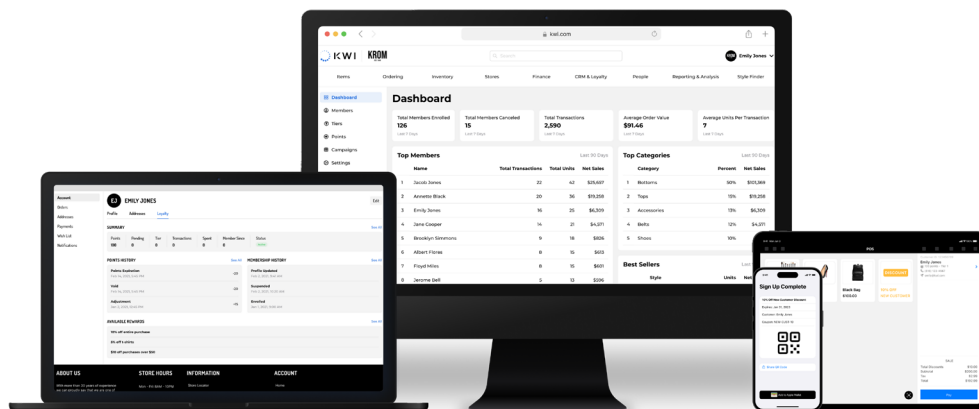
## POWERFUL RULES ENGINE

Get granular control over your program to limit rewards and preserve your margins.



## OPEN, EXTENSIBLE ARCHITECTURE

Meet your loyalty goals today and tomorrow by leveraging your tech stack and ours with open APIs.



## Ready to build your loyalty program your way?

We're here to help. **Contact us** today to get the ball rolling.

# About KWI

KWI enables modern retailers to maximize sales, streamline operations, and stay one step ahead with the industry's only true turnkey omnichannel platform.

Simply stated, we provide the technology and the people that specialty retailers like you need to deliver the kind of delightful experiences that turn more shoppers into buyers – however, and whenever they shop.

Our platform includes an intuitive mobile POS, a robust eCommerce solution, omnichannel order management, a mature, proven merchandising solution, innovative loyalty management, and a CRM that unifies customer data.

Designed to neatly integrate with your existing tech stack, our platform enables you to flawlessly execute omnichannel strategies like endless aisle, BORIS, and BOPIS – and be ready for whatever comes next.

For over three decades, brands like Pandora, Oscar de la Renta, Bluemercury, Hurley, and David Yurman have trusted us to help them drive sales and navigate change. We look forward to doing the same for you.

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ASHLEY  STEWART®

I believe that KWI is the best solution for retailers. In a high turnover environment, it is critical to have a solution that is easy for stores and sales associates to adopt.

-Eileen Rizzo,  
SVP IT

PANDORA 

KWI has been a great partner. With deep retail understanding, they are truly available to support our business.

-Bert Barber,  
Retail Technology Manager

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