



The Benefits of Electronic Kiosk Data Collection over Paper Collection

It is universally accepted that reward and loyalty programs are valuable marketing and customer retention tools. Not only does it allow the user to gain insight into their customer's buying habits, it more importantly can allow the retailer to effectively influence its customers' purchasing decisions. However, it all starts with the customer enrollment process.

The cons of Paper Collections;

- 1.) Paper collections require each customer to hand- write the application.
- 2.) Paper collection applications allow for more errors due to illegible customer hand-writing
- 3.) Paper collections are misplaced
- 4.) Paper collections can be mutilated
- 5.) Paper collections have inadvertently missed questions
- 6.) Paper collections have intentional "prank" applications
- 7.) Paper collections have associated costs due to inaccurate and incomplete enrollment information resulting in undeliverable mail.
- 8.) Paper collections require time to process the paper enrollment application which causes delays in identifying the new applicant.
- 9.) Paper collections require the expenditure for paper applications
- 10.) Paper collections incur postage costs.
- 11.) Paper collections incur data entry costs
- 12.) Paper collections require time to manage the program
- 13.) If a customer is required to enroll at a cashier or service counter, co-mingled with customers who have other issues, applicants often become impatient and decide not to wait.

The pros of Electronic Kiosk Data Collection:

Communithek offers different electronic data collection solutions to enable your customer to quickly and accurately enroll in your rewards/loyalty program. Electronic in-store kiosk enrollment solutions assure accurate, validated data at the time of enrollment. The inherent problems of paper as stated in numbers 1-13 above are eliminated. Instead, within hours you are able to let your customer know that you appreciate their business by receiving a "welcome", "special offer" or simple "thank you" message.