LOYALTYMATCH: CUSTOMER SUCCESS STORY

Mexico Nutrition Company Chose LoyaltyMatch To Revise and Relaunch Loyalty Rewards Program

"Our loyalty rewards program, available through our restaurant, was limited because it wasn't linked to our Lavu POS system. We wanted to have that link and to refresh and renew the whole program without upsetting the existing members.

LoyaltyMatch had the relationship with Lavu we wanted and was able to provide the loyalty platform, website design and an app that we needed. It provided those services as a one stop shop quickly and cost-effectively."

Juan de Dios Lozano

Vizana Director

Vizana Nutrition, based in Monclova, Coahuila, Mexico was founded in 1994. It is committed to the well-being of society and offers the highest quality functional foods with nutritional applications, as well as nutritional advice and recommendations. During the past 20 years Vizana has grown from a single restaurant to include a thriving online operation that offers hundreds of healthy products to consumers throughout Mexico.

Challenge

The Vizana loyalty rewards program, available through the restaurant, was limited because it was not linked to the restaurant's POS system supplied by Lavu. The challenge was to have that link established while refreshing and renewing the whole program without upsetting the more than 6,000 members.

Solution

Through our existing relationship with Lavu and using their APIs we were able to provide the necessary link from POS system to the loyalty platform. We also designed the new website and created an app to pull it all together.

Results

The renewed and relaunched Vizana loyalty program, powered by LoyaltyMatch and fully housed on its platform, is adding new members regularly. It is hoped that in future the loyalty program can be expanded to include the success online supply business.

You can learn more about *Vizana Nutrition* at vizananutrition.com and it's *Mi Restaurante* loyalty rewards program at vizananutrition.myloyaltymatch.com.

If you would like to know more about a loyalty program for your restaurant, entertainment venue or a rewards program for your employees, contact us for a demo at sales@loyaltymatch.com.

LoyaltyMatch

Suite 230-72 St. Leger Street
Kitchener, ON N2H 6R4
Phone: 866.356.7187x701

Email: sales@loyaltymatch.com
www.loyaltymatch.com