"We knew that a loyalty program allowing us to offer members points that could be converted to cash in the stores would motivate our customers. The Customer Loyalty Software platform built by DCS working with LoyaltyMatch provided a fully POS integrated system that has allowed us to sign up new members easily and to retain them. It has become a true competitive advantage." Paul Gagerman, chief operating officer, CheckChangers - a DCS Customer

Financial Services Technology Group Builds Success for Clients Using Customized LoyaltyMatch Platform

Digital Currency Systems (DCS), a LoyaltyMatch reseller, is a financial services technology provider. It has become a leader in the check cashing industry by offering a turnkey experience from sales, to hardware, to installation, to service and support. DCS developed loyalty software by working with LoyaltyMatch to integrate a customized version of the LoyaltyMatch Software-as-a-Service platform into its own systems. The result is a cost effective and reliable loyalty program platform that enables DCS clients to reward their customers. It can also provide incentives for the client's employees. DCS provides its services to more than 4,000 stores located throughout the United States.

Challenge

CheckChangers is a significant DCS client with 36 independently owned stores located in New York, Arizona and in Chicago and the surrounding area. Each CheckChangers storefront location offers all the products and services expected from a full-service community financial center. Of course, in such a highly competitive business the challenge was to set CheckChangers apart from other check cashing businesses in a way that would benefit its customers. The goal was to generate loyalty using a program that was simple for customers to join and that they would value. The program would also have to be easy for the staff at CheckChangers locations to sign up new members.

Solution

Working to DCS specifications, LoyaltyMatch customized it's Software-as-a-Service solution to fit the needs of the financial services industry and to enable DCS to provide their Loyalty Software as a cost-effective, easy to administer plug and play program. Using the DCS point-of-sale software in-store CheckChangers customers are offered memberships at the counter as transaction data is entered into the system. The membership is created when, via the swipe of a plastic CheckChangers Loyalty membership card, a membership number is assigned and added to the customer's data.

Results

Introduced in February 2014, the CheckChangers loyalty program is a proven success. It is approaching 20,000 members who are earning points when they cash checks, pay bills and buy money orders. Since the launch members have accumulated more than 8,000,000 points that they can convert to cash when making in store transactions. The program has been such a success that CheckChangers is developing an app for use with mobile devices.

You can investigate CheckChangers further at www.checkchangers.myloyaltymatch.com. More information about DCS is available at www.dcs.org.

If you would like to know more about how a loyalty program could help you reward your customers while growing your business contact us at sales@loyaltymatch.com.

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