



MAM Software Partners With Lift & Shift To Provide VAST Enterprise Users With Loyalty Program Services

February 11, 2016 11:59 AM
by [aftermarketNews Staff](#)

MAM Software Inc., a provider of business management solutions, has partnered with [Lift & Shift Inc.](#), a loyalty program provider whose unique multi-currency loyalty solution will be available to users of MAM's VAST Enterprise transactional data.



By incorporating Lift & Shift's loyalty program services, VAST users can provide a rewards program that allows their customers to choose the rewards they wish to receive, like in-store rewards/credits, popular airline miles, retail gift cards or donations to local charities. The user and customer can easily track their rewards via an online portal.

In addition to the multi-currency core of the program, other key elements include:

- Customized reward website for customers to self-enroll, check account balance and redeem points, eliminating any additional work for counter staff
- Monthly reward emails with customer account balance, store specials and bonus offers to drive return visits
- Quick and easy counter staff training, helping participating companies achieve optimal sales results using the program offers when greeting customers

"Working directly with MAM to introduce our customer loyalty program to VAST users ensures they can seamlessly harness their customers' transactional data to increase sales in a highly effective manner," said Graham Farrell, president of Lift & Shift. "Whether it be encouraging more repeat visits, generating larger transactions or even attracting new customers from the millions of people who collect the various currencies we make available to our clients, the retailer stands to win every time – as they only issue rewards when someone transacts; this is a very efficient and profitable way of increasing sales."

"As we continue VAST development, we rely on partners like Lift & Shift to provide not only highly-requested new features, but also reliable ones," said Lance Brierley, director of product management for MAM Software. "Lift & Shift more than meets our users' requirements for a loyalty program and will help make their business operations even easier."

To introduce VAST users and interested parties to the new features, MAM Software and Lift & Shift will host a webinar and live demo from 2-3 p.m. ET on Feb.17. Register for the webinar [here](#).