

THE ~~D~~A SHBOARD

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A Rewarding Partner

A new ASA partner is ready to help you make more money. [Lift & Shift, Inc.](#) is a full-service provider of customer loyalty programs, specializing in the automotive industry.



Graham Farrell, the founder and president of Lift & Shift, calls rewards programs profit centers for retailers, because they encourage existing customers to spend more and they attract high-spending new customers. According to Farrell, transaction amounts for rewards customers are 20 to 50 percent higher than sales to customers who do not participate.

Lift & Shift works closely with businesses to set up and run rewards programs. Their services include defining program goals, creating marketing materials, and building and maintaining web sites that customers use for signing up, checking balances, and redeeming rewards. The types of rewards that can be offered include airline miles, gift cards, in-store currency points, and charitable donations.

Through the partnership with ASA, you'll be able to regularly send sales transaction data from your TireMaster Enterprise system to Lift & Shift. Then that data will be used to calculate customers' reward balances and generate insightful reports for you. The reports typically show the number of visits, spending totals, and average transaction amounts. If there are other metrics you want to see, that information can also be generated.

Although rewards programs have traditionally been offered by frequent-transaction industries (such as grocery stores), Farrell says tire and automotive businesses can benefit too. "If you only get two or three customer visits (per person) a year, it's imperative for them to come back to you."

Shops can use rewards programs to reach specific sales goals. One tire dealer using Lift & Shift offered 300 points for alignments and another offered quadruple airline miles or points for lifetime warranties. "We work with the retailer to push their agenda of what they want to sell more of and use the rewards program as a vehicle to sell it," Farrell says.

Farrell adds that implementing a rewards program can help businesses save money, because it's less expensive than offering discounts. For example, the cost to use Lift & Shift is typically 2.5% of a transaction total. When compared to offering a 10% discount for a transaction, that's a savings of 7.5%.

Furthermore, Farrell says consumers are starting to shift their attitudes. "People who like rewards programs will pursue and seek you out when they need to make a big purchase." He adds, "Nobody cares about ten percent off. It's not meaningful in the day and age of Black Friday."

Lift & Shift provides loyalty programs to retailers, wholesalers, and manufacturers. To learn more, contact your account manager or e-mail [Graham Farrell](#).