

Klaussner launches dealer rewards program

Clint Engel, January 29, 2018

AT THE MARKET — Klaussner Home Furnishings launched a dealer loyalty program here that rewards its retailer customers with points they can use for frequent flyer miles or redeem for electronics and other gifts for their home furnishings purchases across all categories.

The program, developed with Lift & Shift, is administered using a mobile-friendly rewards website, where dealers can enroll in the program, track offers and account balances and redeem “Klaussner Points” for their desired rewards.



Klaussner's Brandunn Rush, left, with Graham Farrell at the Klaussner Rewards kiosk.

“Klaussner’s extensive product lineup represents an incredible opportunity for us to incentivize our dealers to become even more invested with us, take on more of our lines and increase unit volume” said Brandunn Rush, Klaussner senior vice president sales and marketing.

“We want to reward our dealers for their loyalty to our strong brand portfolio and product offering and incentivize dealers to carry more categories of our products.”

The wide variety of reward options includes retailer gift cards, pre-paid credit cards, automotive items, electronics, health and personal, home and garden goods, office and productivity equipment, sports and outdoor goods, as well as travel packages and account credits, said Graham Farrell, Lift & Shift president.

Dealers can also earn frequent flyer miles from programs including American Airlines, United, Frontier, Hawaiian and Virgin Atlantic.

Klaussner declined to disclose the points-to-purchases ratio but said all purchases will build points for qualifying retailers.

“Offering an extensive dealer reward program makes a lot of sense,” Rush said, adding that Klaussner liked “the flexibility of Lift & Shift’s reward platform.”

“It has a wide range of popular reward options and can incorporate different audiences in one simple interface that is easy for everyone to use.”

Among other things, through the rewards program Klaussner will be able to incentivize buying certain categories or product if it chooses by boosting point rewards for them.

Klaussner’s sales teams and Lift & Shift staff are here in the Klaussner and Comfort Design showrooms answering questions and signing dealers up for the program. Klaussner will continue to roll out the program at the April [High Point Market](#).