

# MIGRATION SUCCESS STORY

## CASE STUDY: GARLAND WINES



### OVERVIEW

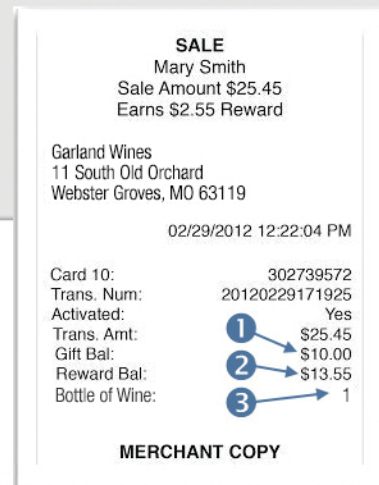
Garland Wines utilized their credit card processor, Heartland Payment Systems, for gift and loyalty and contacted us about upgrading their current program that was not doing much of anything for the store beyond transaction processing. We scheduled the migration after business hours one evening and imported their existing customer database, real-time gift card balances and then converted points to a transparent cash reward balance. We configured a clean 8% rewards ratio on all purchases going forward as opposed to the more complex milestone points structure the store used previously. We also programmed the system to read their existing legacy cards so replacement cards didn't need to be swapped out or replaced!



**Garland Wines old cards still swipe and process on the new system!**

### INNOVATIVE WIDGET IDEA

We enabled the optional Widget balance on Garland's account for promotional use. Now instead of receiving a coupon or cash reward on patrons' birthdays and anniversaries, members receive a complimentary bottle of wine (\$20.00 value) that is redeemed from the terminal exactly like redeeming a gift card.



### FLEXIBLE REGISTRATION

New patrons can now text "getwine" to 55678 to activate a new loyalty account and receive a \$5.00 reward or link one of Garland's legacy cards to a loyalty profile. Garland can now advertise their new keyword in digital and social media to attract new loyalty members.

*Julie Garland, Owner*

*"We are so thrilled with the decision to migrate from our old gift and rewards system. We finally have an easy way to collect and update customer data. Our rewards structure is simpler and more engaging and we love the Automated Email module that sends thank you notes, birthday and anniversary emails to our customers automatically. Our customers LOVE the new system!"*