

**NAME**

Loyalty Program, loyalty with our clients.

**DATE**

September 3, 2020

**DURATION**

38m 20s

**3 SPEAKERS**

Juan Carlos Castañeda

Ivan Peñalosa

Mario Galindo

**START OF TRANSCRIPT****[00:00:00] Juan Carlos Castañeda**

Good afternoon, everyone, huh? Thank you for attending this webinar, as every Thursday we are meeting here with TELONLINE to talk about different technology issues and today we have a very interesting topic. It is a matter of our customers, how we should work with customers, how we should handle our customers, and how we should be increasingly connected with customers. And that's why we call it the Loyalty Program. It's a loyalty program, but what's interesting about this loyalty program is how we as company owners or as company workers, or as entrepreneurs who handle multiple customers in different markets, how we should be handling our customers, how we should be with them constantly so that they are loyal customers to the company and don't go away with the competition. So, today's topic is quite interesting, because we're not only going to talk about the technical level, but we're going to talk about the concept level and also the technical concept, the concept of what handling a customer is, but also how the marketing part, the image part, enters into the whole group at the company level. And based on this part, we want to tell you that any doubt you may have during this program you can do it directly through social networks. As you know, we are live on Facebook, YouTube, and the Zoom channel. He'll be with me. Well, as usual. And who is speaking to Juan Carlos Castañeda, the CEO of TELONLINE, And today I have two very important guest panelists, with a lot of experience, with a lot of knowledge, one in the area of technology and he's going to talk a little bit about everything that has been developed and another person in the area of image and marketing. We have the engineer Iván Peñalosa, the CTO of De TELONLINE, and Mr. Mario Galindo, an expert in all the marketing and image parts. They will be accompanying us and we will be developing the whole program on each of these topics.

**[00:02:09] Juan Carlos Castañeda**

To begin with I would like to give you an example and I think that many of you know and understand the reality of what it is to acquire a new client. A new customer costs quite a bit of money in all that marketing investment. All the sales part and everything that is required for that customer to hook or be part of the company. That's why it's very important and it's based on different studies and I think many of us know that it's more expensive to acquire a new client than to keep an existing one. According to numbers and statistics from marketing departments, a new customer costs 10 times more than having an existing manager. And here's an interesting point. Why? Because many companies and the example we are going to put today is one of a very specific case based on the experience that TELONLINE has had and its customers, which is the issue of supermarkets. Supermarkets, as you know are places where I go to buy my market, do my shopping, enter, take my products, pay and leave, but I do not have timely information to give me one, my name or my email or phone number to know more about the company. Unless that supermarket has a mobile application or has a website, well, I go and register and I can be doing my information. Today many are trying to get to that point. Why? Because supermarkets or retail stores do not capture customer information.

**[00:03:42] Juan Carlos Castañeda**

And this is where the project that TELONLINE has been working on and developing comes in, which is to create working together with the supermarkets. A Loyalty Program. But what? What do you mean? Is it a Loyalty Program? First of all, it is to see how if I am a customer of a supermarket I will go to the supermarket and give my information. I mean, what's going to motivate me to do that? A number one who sees that the supermarket is something I like, that I am well served, that I have good service. But how will the supermarket communicate with me? I never give out my name, my phone number, or my information. And this is where all the development that TELONLINE has been working with them in conjunction with multiple supermarkets comes in, and this is what we are going to talk about today. We created a platform that allows the capture of customer information so that this customer has connected to the internal system of the supermarket and can make matches and win points. The

person sees how often the person goes to the supermarket, receives information, news, for example, now with the subject of the pandemic. As you know, supermarkets have had different types of schedules and because of the control issue, they have been reducing their schedules. Sometimes they attend to some people in the morning, other times in the afternoon and as this whole issue develops, they need to be informing the super, the supermarket customers. So the most efficient way to reach the customer, what is it going to be? It can be by email, it can be by a web page, or by sending you something in the mail.

**[00:05:15] Juan Carlos Castañeda**

But there is something more powerful than we are all working on today, which is our phones, our cell phones. Everyone has a cell phone, but you don't necessarily have to have a cell phone or a smartphone, you can have a simple phone that receives voice messages and text messages. And that's where I want to go. Text messages have become a very powerful tool, so powerful that statistics tell us that 98% of people who receive a text message read it, open it. That's very powerful. Why? Because if I get messages about this, it means it's something important. I'll look at the text message I was interested in. It's a short message. It's usually only 160 characters long. Now text messages have become two options one, which can be a regular text or a common message with multimedia. So I get a picture, and this is where the combination part comes in. That's why in this part we're going to talk about how the whole marketing part, the whole image part, and the whole engineering part is mixed so that it's not just a text message, but a text message with a specific message from a supermarket to its customers. For these customers to come back to the supermarket, have direct contact with the supermarket and have direct communication, and know what is there and what they need.

**[00:06:35] Juan Carlos Castañeda**

They don't even know about the supermarket promotion, they don't even give out the supermarket special. News as we speak, criticism, and more information. So, why are we going to the supermarket so often? Some people go a few times a week, twice a week, three times a week or even more times a week to the supermarket because the supermarket is coming, they get a lot of things and apart from that, they start to develop new options. As that supermarket gives you the option to be able to buy online or have the market sent to my house, or have me pick it up directly outside the house and do the pickup. Lots of options. Then we need to create a means of communication where I as a customer is directly related to the supermarket. But the supermarket and the customer need a direct connection for this whole system to work well. And this is where the special guests come in. For example, let's talk to engineer Ivan, engineer Ivan Peñalosa. I want Ivan to tell us about your entire engineering team with respect. How have you been developing that? How is this process that I am telling our listeners so that they understand a little bit more of the cycle of this part from the very start of the creation of a message to the final part of receiving it and that they can get it to the client with little? Tell us a little more about it, Ivan.

**[00:07:55] Ivan Peñalosa**

Good afternoon to the entire audience. Thank you for being here with us again, Juan Carlos. Thank you. To tie with. With what Carlos has been introducing is very important what he mentions the text messaging part, which is a very easy vehicle, very simple to implement, and we at TELONLINE work. We have worked very hard to design a system, a process that is simple, straightforward, that does not create any obstacles or burdens for the supermarket or the customer. I will explain very briefly how this system works. You will see that it is very simple, however, they have quite a lot of complexity within them.

**[00:08:43] Juan Carlos Castañeda**

Okay, while Engineer Ivan is sharing the screen and where he bases the presentation. I would also like to introduce you to Mario, where Mario is an expert in all aspects of marketing and image development.

**[00:08:55] Juan Carlos Castañeda**

And then because as I said initially, it is not only the message, but the whole image that is directly related to the subject of the text message.

**[00:09:07] Juan Carlos Castañeda**

Ok, so if the engineer is ready, engineer Ivan or if we don't go with Mario to tell us a little bit about how the image of everything is part of the loyalty theme.

**[00:09:23] Ivan Peñalosa**

I think if Mario has, you go on.

**[00:09:26] Mario Galindo**

Well, speaking. Thank you, Juan.

**[00:09:28] Juan Carlos Castañeda**

Basically it is very important all this issue with regard to image and marketing, because one part of the technology, another is the concept of the supermarket and all that is the image. Regarding how, how it should be presented, how one learns not only a text message but the images and everything around the supermarket. I think it's very important and we want an expert like you to talk to us about it.

**[00:09:52] Mario Galindo**

Well, basically a loyalty program is a marketing strategy that has a very clear purpose which is basically to reward the buying behavior of customers. This necessarily has to have very, very clear objectives when implementing it, which vary. They are no longer completely static, but are absolutely dynamic, depending basically on what I want to achieve when developing a loyalty program. There are many mechanisms for generating a loyalty program. But in this particular case what we have been developing is a loyalty program through text messages, with objectives that may vary, which can basically be to seek the expansion of the business or to make an increase in income, an improvement in the management, and control of inventories, improve customer satisfaction and in turn generate engagement. That is, here let's say that the concept of the brand takes a preponderant value because obviously we all know that brands, in the end, are an intangible asset, but that remains an asset. And it is on this basis that the program is built because, in the end, it is loyalty, loyalty to the brand. Basically these programs and this program, particularly the one has direct benefits in two directions.

**[00:11:29] Mario Galindo**

One, which is the benefit to the client, that is, the client receives something for being part of this program. The big brands, as well as the small ones, but mainly brands of big supermarkets, big retail companies, have implemented it through different channels. With this. With this program what we achieve is, let's say, no matter what size business it is, from small to very large businesses. No, there is no classification or limitation that prevents us from carrying out the program. And this is fundamental, because it is adaptable to any type of company and, in turn, because it represents a reward for the client, it has a direct benefit on the business, which is the generation of data. Then this allows us to have control over all the data it generates and all the databases that are generated through the program that will allow us in the medium and short term, to make decisions and focus marketing campaigns based on real data that has to do with the client. Because normally what Juan said at the beginning, the clients of the supermarkets, in this case, enter, buy, and leave. The supermarket has very little information about its customers, their preferences, what they consume, how much they consume, and through a customer loyalty program. This data is available for the supermarket, to be used in the best way and obviously to get a profit.

**[00:13:12] Mario Galindo**

Well, much, much more concrete. There are different channels. Of communication. I mean, uh. There is no point in having a loyalty program if the customer. It's the I can have a high and very attractive law program. But if the client doesn't know that this program exists, it's not going to help. That is all the effort that is made for that program without the client knowing about it. In the end, it's no good, no good at all. So these programs have to be promoted and that is achieved with different, different entry strategies. What we do basically is to promote people to make enrollment. People join the program. Basically it is to put POP material, advertising material in each of the stores, indicating to the client that he can access the program and facilitating and facilitating the access and being part of that of that program. When the client registers, he has to find an easy way to do it. I mean, this can't be anything complicated. Then it is easy to tell the client that you can be part of this program. You can do it this way, which is very simple, and once you are registered you start generating the amount of data that is required. Then, once the client found out and joined, Ivan will explain later how the engineering works and how everything works. There's this one. There's this technical gear to make all this work. After the client has become affiliated, there are secondary channels that can be used through the website with Malcon, with pop-ups, that is, with elements that come out of the screen in different parts strategically located throughout the company's website. And finally, we can do a support campaign with digital platforms like Facebook, Twitter, Instagram, and all these social networks. Now, obviously these have to make a combined effort and the customer, in this case, has to be very clear about the objectives and how he wants to achieve those objectives and what channels to use. are to be used in this case, for example from supermarkets. We have to see what screen they're looking at. Okay and ready. This screen will excuse me for a second. So the case, as I was saying a moment ago, if we develop POP material at the point of sale so that people have access to the program, that is, with tools as simple as simply scanning a code, a QR so that the interface automatically fires. I know that I have done the registration, I generated the database that was already going, it's going, it's going to explain that point.

**[00:16:39] Mario Galindo**

Then we generate different POP material.

**[00:16:43] Mario Galindo**

That is, they can be from roll banners can be banners that go to the ones on the walls. All this to indicate to the client that he can be part of the program and by being part of the program he will get a benefit. Then it depends particularly on the needs of each client. The use of different material from roll banner window material, posts, oscar, direct mail. Finally, with the theme of pop-ups on the website, as you can see, different pop-ups are developed that tells the customer that they can register if they are not physically in the store through the one on the website. Also, we are able and we do it of If the client particularly wants to improve his website or does not have a website.

**[00:17:38] Mario Galindo**

We can develop your website and integrate everything within the same concept of image and obviously give continuity and focus to the marketing campaign you want to develop. Likewise, and in that order of ideas, since obviously it has to go to that campaign of support through Social Media that is going to go in consonance with all the graphical material that is developed for effects of achieving the objectives raised at the beginning of the

campaign. In other words, I want to build customer loyalty, I want to reward them, I want to move inventory, I want to know my customer's consumption. All this has to be framed under the same umbrella of the image, because to achieve this continuity and to give strength to the theme, the theme of Brand. Also, as I mentioned at the beginning that this had benefits for the customer because it has all the subject that already Ivan, enters this point to explain all that is behind the scenes, that is, what all the engineering part that this does not generate and the added value that this represents for the business in the sense of having valuable information about your customer and their behavior. So at this point, I give the floor to my dear Ivan to go ahead.

**[00:19:09] Ivan Peñalosa**

Okay, thank you very much, Mario.

**[00:19:12] Ivan Peñalosa**

Well, I will briefly explain here the technology part, the solution directly, more specifically the Loyalty Program solution that we have developed consists of two parts we have the registration part to simplify it and synthesize the best. The registration part in which the customer actively participates is a process in which the customer does not require absolute assistance, he does it alone and a promotion process in which the main actor actively participating in this process is the supermarket. We at E devised and taught as I mentioned, I wanted to mention it at the beginning. We have invested a lot of time in finding a solution that is simple, no, not only in the physical aspect, the physical part but also the operational part. Keep the process simple. The interfaces are intuitive, so that all the electronic or network elements or equipment or technology that are added in the supermarket, do not generate any kind of impact at the point of payment. We strategically located, as seen in the graphic, a kiosk composed of a business type tablet, physical support which is designed for supermarkets, is specifically designed for supermarkets.

**[00:20:50] Ivan Peñalosa**

Its dimensions are ideal in terms of size in height. The future for this type of application at the kiosk is installed at a strategic location, usually at the end of the line of the payment point where the customer while waiting can fill out the interface, in the interface can fill out a form that will be presented immediately where you can enter your information previously. The form presented to the client by the kiosk is very friendly from quick response and allows the user to enter their information. This form is personalized with the corporate image of the supermarket obviously goes on top. You can also have additional texts. They may have banners on the bottom. It can also have animated images. In this example, the information. In this example, first name, last name, email, like email in most markets is optional. Where the most important field the number is key also the email because it is our vehicle of communication since the customers I have checked by the or by the by industry marketing. The text message is the champion according to the need of the supermarket. These interfaces can also be customized by adding fields such as ZIP code or by making some of the fields mandatory such as email, etc. Once the client enters the information, press Join. You will receive a text message that allows the user to confirm that this is coming in seconds, as soon as you press TAB to add yourself to the program. One's message is received in a matter of one or two seconds, allowing the customer to be reassured that they are already in the system. Even without having to read the entire message, he will notice that the system is already added and this text message is also personalized with the supermarket information.

**[00:22:55] Ivan Peñalosa**

So there's a greeting. Welcome from Supermarket Smart, for example, and comes with the UR L or any other type of call action so that the client can continue to engage the Join my process in the program. In this case, when you press the URL button, the supermarket gives the user an incentive with a digital coupon. This is all part of the TOR system. We all are. As mentioned at the beginning, it is packaged in a single service, so you don't have to do anything at the supermarket. All this is already integrated, even in any system that the customer has the supermarket. If it's a new system or it's a little behind in technology, but generally everyone has payment processing software. Whatever our platform is, it fits into this system. Then the coupon has thus the corporate image an explanation of what the coupon 1 is. A coupon is valid and has the bar code. A numerical code can also be a little more extensive. In the coupon, you can add, for example, buttons in which the customer can direct to the website of the supermarket where the circular is or the promotions that usually take out every week. The addresses of the different supermarket branches also have access to social networks. And here is where the text messaging part can be a very important point and we have demonstrated it and we have seen it with our clients, in which generally in these four points that have just been mentioned traffic is generated towards websites, traffic is generated towards social networks.

**[00:24:55] Ivan Peñalosa**

And if the social networking strategy is aligned with this program, the benefit is twofold. The customer finally with this coupon what does he do? The moment you receive the coupon. Depending on the strategy the market wants to follow, it can. The supermarket can redeem the coupon immediately on the website. It can be optically if the supermarket has the optical reader or you can simply enter and UPC Code promotion and redeem it, or you can do it later with the next customer visit. It depends on what you call the supermarket or you can leave it for a second visit. So it generates recurrence of the customer's visit to the supermarket. Basically, once all this happened, the information of each one of the clients, the phone numbers, and if you come with the name, email, and Name, last name, and email are immediately stored in the database on the platform in our secure text messaging platform.

That's when the registration part ends, which activates the client's participation with the tablet. The only thing he has done at the supermarket generally is to promote the cashier by inviting the customer that if they want to register for free, which is free, they will receive a coupon, and so on and a system and a series of promotions, which is what Mario was showing, showing earlier that this is a key piece to create this funnel this funnel so that customer process to join the program works in a more expeditious way.

**[00:26:46] Ivan Peñalosa**

The second step here is the promotion of promotions. It happens some other time. And the information is in the database. Basically, the supermarket assigns a person who is going to generate the campaigns from the messaging platform the supermarket can in Segó in seconds create a text messaging marketing campaign to send to its entire customer base. These messages can be general text messages enriched with URLs. These URLs can be redirected to the website and can be redirected to some particular information, or can also be static images or animated images accompanied by text that is called MMS, which are messages that are very attractive in the sense that the customer when he receives the text message, even without having to read the already sees the image and even looking at the list can see that the content is of great visual impact on this platform, also allows you to create campaigns that take less than 5 minutes to send indistinctly. If you have in 500 contacts 1000, 2000, 3000, 5000 LEP it will take you the same time to create a campaign, send immediately. What you do is write a message and send it to all the customers. And there are several. We have put in several very interesting additional functions, such as whether the person's name has been captured. The supermarket can put personalized messages with the name of the person, so you can say Dear Alberto, these are our promotions of this week, is in force such a day, such a day, and so on.

**[00:28:34] Ivan Peñalosa**

Not only are these messages limited to that, but the messages, as mentioned by Juan Carlos, were not only to announce the weekly discounts. They can also allow you to send out lightning promotions, can allow you to announce supermarket events, events that happen very quickly, or weekend events in summer on a holiday. You can notify, obviously, as Juan Carlos mentions, the schedule changes in special events in South Florida, in the time of hurricanes, when we are open we have X supply, Y or Z, the water came, etc. and it drives the social networks too, etc. The number of options that gain the minimum in the imagination of the supermarket in this so simple platform everything can be done. In short, it is to synthesize what the whole program consists of. Lasmás. On a technological level. We have a supermarket. Kiosks, usually one kiosk is installed on each line. These are connected wirelessly to the messaging network in which is capturing the information. We have the portal for the supermarket that can handle all its instant communication with its customers and we obviously have all the technical-technological support service, the administration not only of the messaging platform but also of managing all the tablets from our Network Operation Center. Actually this system, as it has been implemented, requires minimum absolutely no assistance from the supermarket consent. This allows for no added difficulty, no friction in adopting this technology to the supermarket.

**[00:30:37] Juan Carlos Castañeda**

Quite interesting, Ivan, I think it's worth highlighting that this is a summary of what Ivan does about the operation of the technology, but what strikes me here is that it is important to highlight everyone, it is a software and is a complete solution where it is customized. I mean, no. It doesn't mean that it is this format and I am already like that, but as Ivan said, I can even personalize the tablet. It goes first with the identity of the supermarket or the identity of the retailer may not be necessary either. It has to be a supermarket, it can be a retail store that has a lot of traffic, that wants to capture the information of its customers. But I can also customize with other internal images that I can do either directly or on the tablet or kiosk. What Ivan calls, as well as everything that part of the text message and corporate image that is directly in the supermarket or retail store where managing as those who showed us Mario with all the material P.O.P. And something that has given a lot of strength, that Ivan emphasized a lot and Mario is also the theme of social networks because social networks are moving so much, but we need to integrate both the part of the supermarket, the Wiki Ads, the communication messages and everything with social networks and with the part of the website. So, the client is always connected with all the information, which I think is quite, quite interesting.

**[00:32:02] Juan Carlos Castañeda**

Ivan mentioned something that was very popular with the customers, which is the whole issue of statistics, because of course we do this, but. But what is the result? What's the impact? How is it helping us in sales? How are we growing our business in terms of that whole strategy? Number one, we are capturing the information of our clients and apart from capturing the information that we can cross that information with our databases to know the type of client we have, we have one thousand clients, two thousand, three thousand, five thousand. But how is this client's behavior? Is a Platinum client a Gold client? It's a Silver client. And apart from that, what discount I will motivate my client because he is a good client to give him also special discounts, send him a coupon, handle points, a point system that can integrate it with a part, that the client feels happy and starts the subject. The word is unified, which is the Loyalty, the Loyalty Customer. So that client becomes loyal, is with us, is happy and what we were talking about initially, how much should we invest in bringing in a new client? Let's invest a lot in what we are thinking about keeping customers and not only will the customer continue, but he will feel better, he will buy more and he will be with us.



**[00:33:15] Juan Carlos Castañeda**

This is what the TELONLINE Engineering Department has been working on with the Marketing Department. It's to provide a solution to these customers, but one that goes beyond that, which is where Mario comes in with his team of experts to look at what's the best, the best location, the best concept, the best colors, the best idea. But not only in the supermarket, but also in the social networks, also on the website. How to help on the website, how to make a website, but not just a static website where I have a wiki ad, but a website where I can go in and buy directly, that I click and go and make the shopping cart I can buy. That I connect with the mobile application that the engineer Ivan has a mobile application that he develops especially for the supermarket and that everything is connected and that I as an end-user can make the purchase and I decide if I go and make the pickup. Or if I want the supermarket to come and bring me the la, the, the market. So that's where the whole combination comes in and that's where we at TELONLINE have been working very closely with our customers, because not only ok, here it is, but day by day new needs are being developed, new applications so that the system is there, both with the engineering part and with the marketing part so that we can make a very effective eh result and let's see what we want to see in the statistics that we have seen the numbers go up, that not only I keep my customers, but these customers are happy, obviously they are going to have a referral plan and they are going to bring me more customers and the supermarket is going to go up in sales and that's what we all want today. In other words, we want our clients to be happy and apart from that, we want our clients to bring us more clients referring their family, their friends. And that's finally the day we're all in business. I think it's been very. I don't know if we have any questions. I was looking at who the social networking system has some questions for. If we don't have any questions, I don't know if engineer Ivan or Mario want to make any additional clarification or something about the subject, because it's a pretty interesting subject.

**[00:35:17] Juan Carlos Castañeda**

I don't see any questions, right now on the social networks.

**[00:35:19] Juan Carlos Castañeda**

So remember that any doubt you may have you can contact us either by e-mail, call us by our chat system too, we have all the communication part and obviously we would be willing to make a timely meeting directly with your business, or with your supermarket or your company for the system of what we can couple. Restaurants, supermarkets, retail, any business that is interesting we can customize it to reach that topic and be able to support them in what they need. Thank you very much for your time. I think we're barely on time. Remember that we will be every Thursday at 3:30 p.m. in the webinars and providing technology and application information directly about how to use telecommunications, how to use technology and how to apply it to the real world and to be more successful in our business.

**[00:36:10] Juan Carlos Castañeda**

We will be the next webinar we will have, we will be talking about something very important that is happening is. I have my servers at the office. I need to work at home. How do I do that process of migrating my physical computers to the cloud? How do I make that migration? How is the process? And we are going to bring in the expert engineers on how we are going to work, how I should migrate, and also what costs are involved in the cloud and what benefits. What are the benefits? I'd say so. I have my people working from home. So, how can I communicate something important also that we are going to do other sessions, That's a little more extensive to be able to go into each topic, but every webinar we go into is for that. This webinar will be divided into three parts, it is a very interesting topic, which is the topic of Contact Centers, Call Centers how Call Centers today are helping many companies grow and how your company can benefit from these Call Centers to take it to a higher level. Not only called text messaging, but also everything that is the subject of social networking, everything that we are talking about at the level of the website, social network, text messaging. Today telecommunications has grown incredibly and I think it is important that we all are connected to that point in order to grow and help our business grow to wherever we are working to bring those avenues.

**[00:37:39] Juan Carlos Castañeda**

And remember that you can connect us and obviously any appointment questions we are willing to help you? Thank you very much to engineer Ivan. Excellent presentation. Sorry that I couldn't make her share the screen there, but well, now, now, it was possible to make her share. Was. It was more. I've got Engineer Mario here out of control. Thank you very much. Excellent presentation, thanks for all those marketing ideas and concepts that I think helps us a lot to understand, because sometimes not only some parts, but also the image, what we see that we are not so heard but visually everything comes in. Thanks to all of you for following us and we hope to see you soon and that you follow a good day and don't forget to register to the YouTube channel for all notifications. Be well.

**END OF TRANSCRIPT**



