

iVend Passes



iVend Passes enables brands to send personalised communications to customers with a cloud-based solution for digital distribution of gift cards, offers, coupons, loyalty and membership cards.



Customer Benefits

- Heightened customer experience across all sales channels
- Ensures that customers can access up to date balances and expiry dates for gift cards and loyalty cards to increase usage and engagement
- Eliminates outdated paper or plastic cards and coupons, with digital coupons with scannable bar codes on their smartphones

Three quarters of consumers won't leave home without it, and the smartphone is fast becoming an essential touchpoint in the modern retail journey. iVend Passes enables retailers to incorporate loyalty into the mobile environment and with higher degree of personalisation.

Leverage new marketing initiatives to stay top of mind with your customers in a competitive marketplace. Send digital passes that can be deployed on iOS Apple Wallet and Android Google Pay enabled devices to be redeemed at any Point of Sale.

iVend Cloud is a Software as a Service (SaaS) offering delivering the full capabilities of iVend Retail – including iVend Passes – via a hosted infrastructure with fully managed services.

iVend Retail complies fully with GDPR guidelines and configuration options to provide merchants with a solution that ensures complete protection and availability on request of precious customer data.

Key Features

- Digitally distribute customer Gift Cards, Coupons and Loyalty Cards
- Subscription-based application works with Androids and iPhones (iOS 6+)
- Send notifications to customers on loyalty balances, coupons close to expiry, unspent gift card balances, special or VIP events and tailored offers
- Digital Passes have scannable barcodes, eliminating the need to carry physical paper or cards
- Enable customers to conveniently store, view and use Digital Passes
- Customisable colour schemes and logos in line with retailer brand

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Retailer Benefits

- Greener, cheaper solution than cards and paper coupons
- Stay top of mind with your customers
- Push a pass notification when a user is in a defined vicinity of your store with geo-fencing capacity
- Make marketing communications and offers more immediately actionable
- Easily create and send pass, and analyse results
- Comprehensive dashboards and reports provide marketing data to measure campaign success and easily identify marketing ROI
- Send marketing communications to all existing recipients of your brand's digital passes



iVend Passes

Digital Coupons, Gift Cards, Membership & Loyalty Cards for Apple & Android Devices

ENGAGE
CUSTOMERS

Product Features

Active on iOS and Android Devices

- iPhones (iOS 6+)
 - Apple Wallet
- Androids
 - Google Pay

Easy Set Up and Use

- Intuitive set up and WYSIWYG template designer
- Email designer so retailers can send customised emails with downloadable passes and include an image of the pass

Geo-fencing

- Incorporates geo-marketing techniques that drive store traffic
- Works even when the phone is locked

Simple Integration

- Comprehensive set of APIs that can be used to develop integration with any third-party POS application
- Seamlessly integrates with iVend POS or mPOS

Comprehensive Dashboards

- Density map to analyse the highest concentration of passes and in which stores they are being used
- Notifications and updates of usage in real time

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