

Consumer Engagement Case Study

How one UK Operator has increased its sales by 30% using loyalty promotions

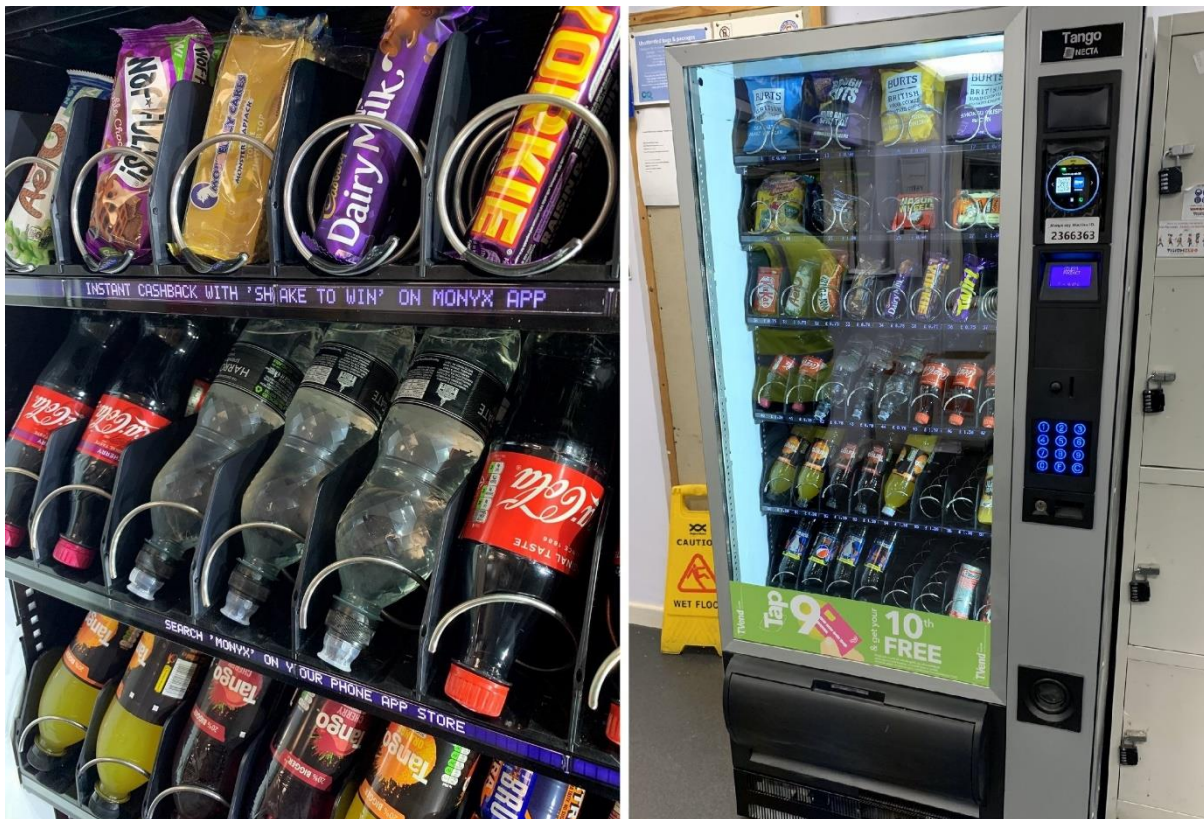
About the Operator

T Vend Ltd, a vending machine operator from Milton Keynes, UK, supply smart vending machines to schools, offices, warehouses, gyms, airports, universities and shopping centers in Northamptonshire, Bedfordshire, Buckinghamshire, Hertfordshire, Coventry and Rugby.

Nayax Implementation

T Vend has been using Nayax cashless payment and management solutions since 2018, having installed Nayax devices on their fleet of 23 machines, complementing the company's existing cash acceptance. After cashless payments proved a success, boosted vending sales by 30%, T Vend wanted to take full advantage of Nayax's consumer engagement platform to drive their sales even more. They were also attracted to Nayax's consumer payment app, Monyx Wallet, because of its ability to offer PayPal as a payment method.

James Smith, T Vend's director says: "After we spent some time using the app ourselves, we realised all the features available, including the very handy customer refund option enabling us to send customers an instant credit to their app during the rare moments of a machine issue".



Launching the Campaign

In June 2019, the T Vend team implemented a promotional campaign via Nayax’s management suite. T Vend only had to fill in a few fields, select criteria from a handful of dropdown menus decide on the messaging, and the campaign was ready to be launched. Says James “It was Unbelievably simple. A 15-minute setup on Nayax’s dashboard and we were up and running!”.

The first part of the campaign was promoting “9+1” digital punch cards, giving consumers the 10th product free after they have purchased 9 products. The campaign applies to any product bought by credit card, prepaid credit or the Monyx Wallet app for more than 50 pence, within a 60-day period.

The second part of the campaign was promoting the gamification of Monyx Wallet, with the “Shake to Win” campaign. Consumers would receive cashback credit on purchases with the Monyx Wallet by shaking the app after a purchase. The bonus credit has been funded by Nayax, as a complimentary gift that operators are free to enjoy.

Both campaigns were marketed to consumers via a combination of email marketing, social media and stickers on the machines. In addition, T Vend also promoted the punch card campaign and downloading Monyx Wallet via the LED strip on several of their vending machines.

Tap 9
& get your
10th
FREE

brought to you by **T Vend** Your local MK vending machine company

Only available on machines with these readers

Min vend spend 50p
The same contactless card/device must be used for all transactions to qualify
Transactions need to be within 60 days of the first vend you make to qualify for the free purchase
More information at vendingmk.co.uk/travend
Offer promoted by T-vend - Unit 5 Fenfield Business Park, Whaddon Road Milton Keynes MK17 0PR - who reserve the right to cease this offer at anytime

Shake & win when you 'app a snack with T Vend

Get up to 10% extra free credit with Monyx Credit* and be in for a chance to play “shake to win” after each purchase.

- 1** Download Monyx Wallet app
- 2** Enter Monyx Wallet Machine ID. Tell the app which machine you're using.
- 3** Pick Your Payment Method. Choice of credit/debit card, Monyx Credit, PayPal or Google Pay
- 4** Press Pay. Press "Pay", and select the snack you want and get ready to play.

* Minimum top up amount applies
More information at vendingmk.co.uk/wallet
Monyx App is provided by Nayax visit monyx.com

Download the Monyx Wallet at

Results

The response to the campaign has been exceptionally positive. In three months, over 1,200 punch cards have been completed, sales have increased by 30% while transactions volume has increased by 80%. Cashless sales have grown by 40% and the ratio of cashless to cash vends is now 70/30. T Vend also noticed that with less cash sales they are spending less time taking care of cash-related activities.

T Vend's consumers have responded enthusiastically and T Vend attributes this to the fact that each punch is counted by Nayax's system automatically. James relates "Customers are loving the fact they don't have to do anything extra to participate. No QR codes or accounts to create. Just purchase as normal." Consumers are rewarded for their loyalty upon the 10th purchase, which is automatically free.

The "Shake to Win" has also proved very popular among consumers and encouraged more downloads of the Monyx Wallet app. Consumer engagement has thus been strengthened with further customer interactions following purchases. "We've received several screenshots from consumers showing the high cashbacks they've won" shares James.

T Vend are currently working on integrating more of Nayax's loyalty capabilities. They have chosen to use Monyx Wallet's bonus credit to encourage further interaction with loyal consumers. Says James: "We are now also encouraging consumers to use Monyx Wallet to purchase new items by offering free credit in return for an e-mailed screenshot of their purchase."

Summary

T Vend's consumer engagement campaign has been a runaway success, and the company considers Nayax's platform a selling feature for their vending machines. They now automatically include the punch card campaign for every new machine added to their operations.

"The promotional activities that Nayax has enabled us to deliver are transformative for our growth. With the loyalty programs we have seen our sales steadily go up and we're noticing more regular customers. We're really happy with the progress and view Nayax as a partner in our continued success."