

Turn Omnichannel Data Into Relationships

Seamlessly link customer data across multiple PSPs

As a global QSR, your customers see your various stores as part of your one cohesive brand. They may visit a San Francisco location one month, order delivery through DoorDash the next, and stop into a London branch next month. The menu and service may vary a bit, but the reason is opaque. They have no idea that you're dealing with different franchise owners, more than one customer database, and multiple PSPs behind the scenes. Nor do they understand the challenge this can bring when it comes to those loyalty programs they love so much.



Why You Need a Loyalty Program

Third-party aggregators like DoorDash and GrubHub are more popular than ever. While it can help your restaurant with accessibility, it can also siphon off your direct relationship with your customers. Loyalty programs allow you to own the transaction and build relationships with personalized offers. They also lead to more business. In a recent study, 40% of restaurant customers indicated a loyalty and rewards program would encourage them to spend more.¹

Traditional Loyalty & Rewards Programs

Many QSRs' loyalty and rewards platforms are not linked with payment transactions. Instead, customers must redeem coupons or personalized offers through extra work, such as entering personal information or scanning a separate loyalty app at the point of sale. In the age of customer experience, even a minor inconvenience like this decreases activation rates.

The PSP Challenge

For those that do attempt to link programs with payments, traditional PSPs quickly present hurdles of their own. Working with more than one PSP – which makes sense for global providers and can save an enormous amount of money – leads to an integration nightmare due to proprietary systems. PSPs typically are not willing to share data for competitive reasons.



“Not even Starbucks can offer such a seamless check-in experience. You have to open their app, pull up a QR code, and scan it in order to earn your points. Because of our partnership with VGS, we are at the leading edge of brick-and-mortar customer experience, and we empower local businesses to gain an edge and compete against major franchises.”



Matt Doka
Co-founder and CTO,
FiveStars

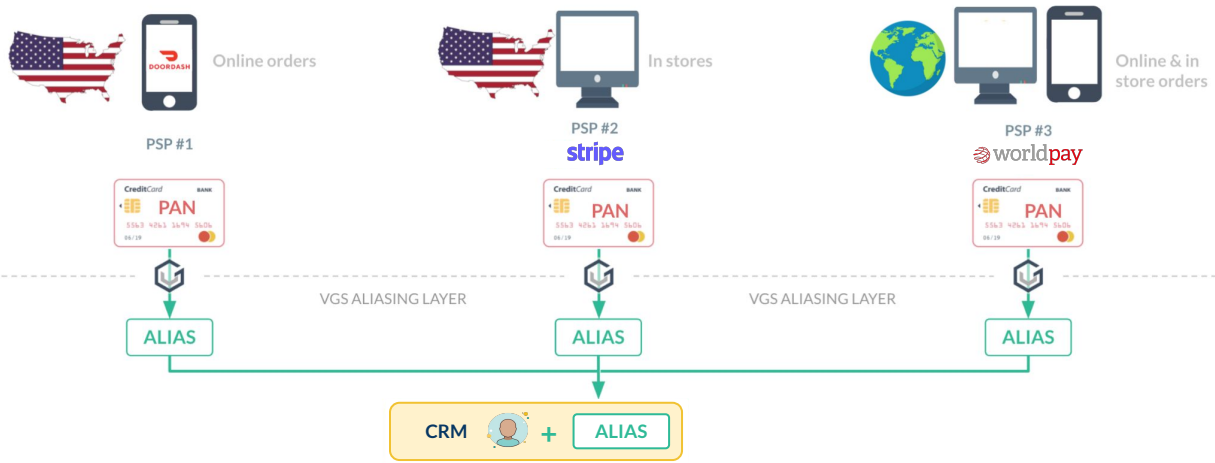
¹ <https://www.pymnts.com/news/loyalty-and-rewards-news/2021/burger-king-rewards-nationwide-brands-compete-with-aggregators/>

Vendor-Agnostic, Omni-channel Aliases to the Rescue

VGS maps proprietary processor tokens and the underlying primary account number (PAN) to a Global Alias unifying transactions for a given card or customer, regardless of location, channel, or PSP. Never before seen or imported PANs can exist as new CRM entries until they link to a known customer record. CRM records can also have multiple payment aliases linked to the same identity.

And voilà! Your central marketing team has a unified customer view to turn transactions into relationships.

Global View of Customer Activity Across Multiple PSPs



Additional Benefits

- Supports ingestion of payments and PII data from any source
- No infrastructure or CRM changes required
- Data never touches your organization, significantly minimizing the scope of PCI & data privacy issues like CCPA and GDPR
- Reverse-compatible with existing data formats