FIDEL

Rewards

Fidel's APIs provide a frictionless way for customers to earn instant incentives and rewards by connecting payment cards to programmes or apps.

Create better checkout experiences for customers with no need for QR codes, physical loyalty cards or other sources of friction at checkout. Fidel's APIs not only enable real-time reward notifications to customers, but also provide a depth of data that can be leveraged to deliver more personalised and dynamic customer experiences.

The challenge

Running a loyalty programme is a great way to boost customer retention and stimulate revenue streams. Historically, the need for loyalty cards, loose coupons or unique codes has created an inconvenient experience for customers. Poor customer experience is damaging to retention and engagement efforts. It also means businesses miss out on invaluable payment data that an effective loyalty programme delivers.

FRICTION

Customers value convenience. Asking them to scan cards, codes and coupons is asking them to change their behaviour and adds that friction to checkout.

DROP-OFF

Additional steps at checkout cause drop-off, especially for low-value transactions — degrading customer engagement and limiting data capture.

MULTIPLE POS INTEGRATIONS

Manual methods require complex integrations and staff training across POS systems.

The solution

Loyalty programmes or apps can enrol customer payment cards through easy-to-integrate APIs, simplifying the reward redemption process for customers and seamlessly capturing transaction data in real-time.

KEY BENEFITS

Remove friction at checkout

Apply reward points and notify customers in real-time without additional steps at checkout.

Improve data capture

Spot transactions made with any enrolled Visa, Mastercard or American Express card.

Create personalised customer experiences

Build engaging and dynamic user experiences with granular, real-time payment data.

Build holistic customer insights

Better understand customers with an aggregated view of in-store and online payment data to enable holistic insights and reporting.

What you could build

1 User securely links payment card to app

2 User makes a purchase with linked payment card

3 User is automatically notified of reward points earned

Granular payment data is surfaced via Fidel's Dashboard in real-time

We create the tools for developers to build powerful products on top of payment cards. Discover what you could build with Fidel today.

Talk to Sales

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