



Digital Members

Allow members to join and update details online, and complete surveys for profile driven targeting.

Consumers are expecting more flexibility and convenience from every business they deal with, while venues must streamline their efficiency to find cost-effective ways to meet these expectations. This includes utilising technology to reduce administration tasks and maximise marketing endeavours.

The Bluize Digital Members feature embraces modern technologies to bring strategy and convenience to membership administration and marketing.

Communicate with members intelligently, promote to them strategically, and analyse promotion results easily.

Instant Benefits

Does this sound familiar? A customer comes to your venue, sees the benefits of membership, takes home a form. Maybe they bring it back, maybe they don't. If they do bring it back they're told their card will be sent out in a few days. Two visits and still they're not enjoying the benefits of membership! They finally receive their card in a week or so. Maybe they come back, maybe they don't.

With Bluize your cards are always ready for use. The customer receives a card on-the-spot and starts enjoying the benefits of membership immediately. Then they update their details online at their own convenience. Sound better?

Online Convenience

As members become more time-savvy they expect technology to work with them to eradicate needless downtime, and Bluize Digital Members does.

Members can join and update their details from the comfort and convenience of their home or office, reducing your administration time with convenience for your members.

Knowledge Is Power

Successful loyalty program operators know the preferences of their members, provide products and services they want, and communicate with members only about those things they are interested in and will benefit from.

Digital Members helps venues build member profiles through custom online surveys to develop a deeper understanding of member preferences, then conduct intelligent profile-driven marketing to hit all the right targets.



Digital Members Specification