

Your Customer Loyalty. Enabled.

By leveraging YAPEAL's Embedded Finance offerings, businesses can offer personalized financial solutions that enhance customer relationships, boost engagement, and create recurring revenue streams.

→ Increase your customer retention rate by 20%, while increasing purchasing rates by 25%, through personalized offerings and cashback incentives.

Common challenges we solve with our customer loyalty solution



Limited engagement

Many businesses struggle to maintain meaningful, recurring touchpoints with their customers.



Generic loyalty programs

Standard rewards programs often fail to stand out or create a compelling reason for customers to stay loyal.



Lack of personalization

One-size-fits-all solutions do not cater to diverse customer needs or preferences.



Churn risks

Without ongoing value, customers may seek alternatives, resulting in reduced retention rates.

Your Solution: Customer Loyalty from YAPEAL, is your new way to engage your customers

Domestic Swiss accounts 1

- Fast and Easy setup, remotely without visiting a branch.
- Impress your customers with Instant and Personalized IBAN.
- Handle Multiple Accounts within the same instance.



Better payments 2

- Stand out and add professional touch for your clients and partners.
- Minimize the risk of confusing IBANs by making them unique.



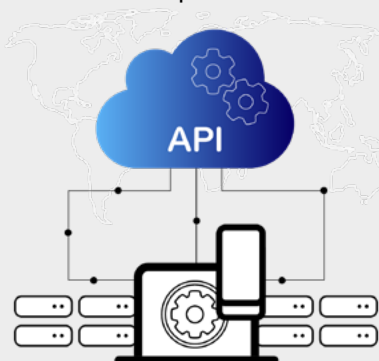
Branded debit cards 3

- With our self-sovereign card solution, issue personalized, branded payment cards linked to a loyalty program.
- Offer unique rewards such as cashback, discounts, or exclusive perks for card usage.



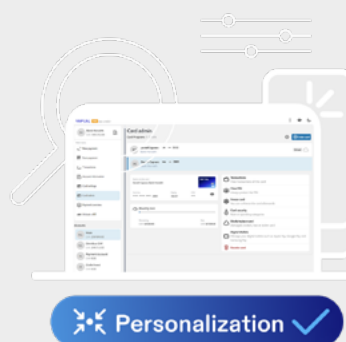
Embedded financial services 4

- Provide seamless access to financial tools like savings wallets, installment payment options, or budgeting features directly within your app or platform.
- Integrate these tools with the payment card to offer a cohesive, value-added customer experience.



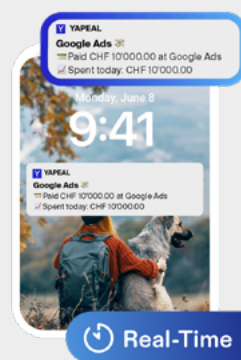
Data-driven personalization 5

- Use transaction data to understand customer preferences and tailor rewards and promotions.
- Implement dynamic rewards that adapt to customer behavior, such as offering double points during peak shopping seasons.



Real-time engagement 6

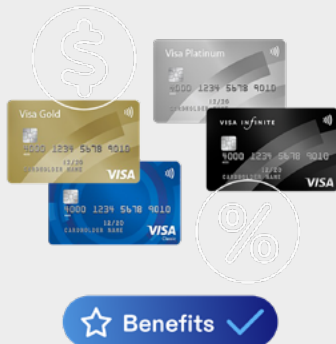
- Enable instant notifications for rewards earned, loyalty milestones achieved, or exclusive offers to keep customers engaged.
- Provide transparency by allowing customers to track their rewards and spending through a user-friendly app.



Subscription-based benefits

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- Introduce subscription plans tied to the payment card, offering premium perks such as free shipping, early access to sales, or VIP customer service.



Benefits of YAPEAL's Embedded Finance Solutions for customer Loyalty

For your business

- ✓ **Stronger engagement:** Regular touchpoints through payments and rewards build lasting connections.
- ✓ **Revenue growth:** Increased transactions and premium card subscriptions boost revenue.
- ✓ **Customer insights:** Transaction data enable better targeting and personalization.

For your clients

- ✓ **Enhanced value:** Rewards, cashback, and financial tools add tangible benefits to their experience.
- ✓ **Convenience:** Integrated tools like budgeting and savings simplify financial management.
- ✓ **Exclusive perks:** Membership benefits create a sense of exclusivity and belonging.



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Chat with an expert.



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