



SUCCESS STORY

# Increases Customer Retention to 84.83%



*"We were extremely delighted in the way Zinrelo worked with us to identify pain points in customer retention and helped structure an optimized rewards program to keep customers coming back. Not only has our customer retention increased, Zinrelo provoked all sorts of customer engagement. We've received plenty of positive feedback, and even some suggestions for rewards they'd like to see - they're having fun."*

**Donald Miguel,**

Operations Manager at Chromatic Coffee.

## The Zinrelo platform led to a holistic customer engagement for Chromatic Coffee customers.

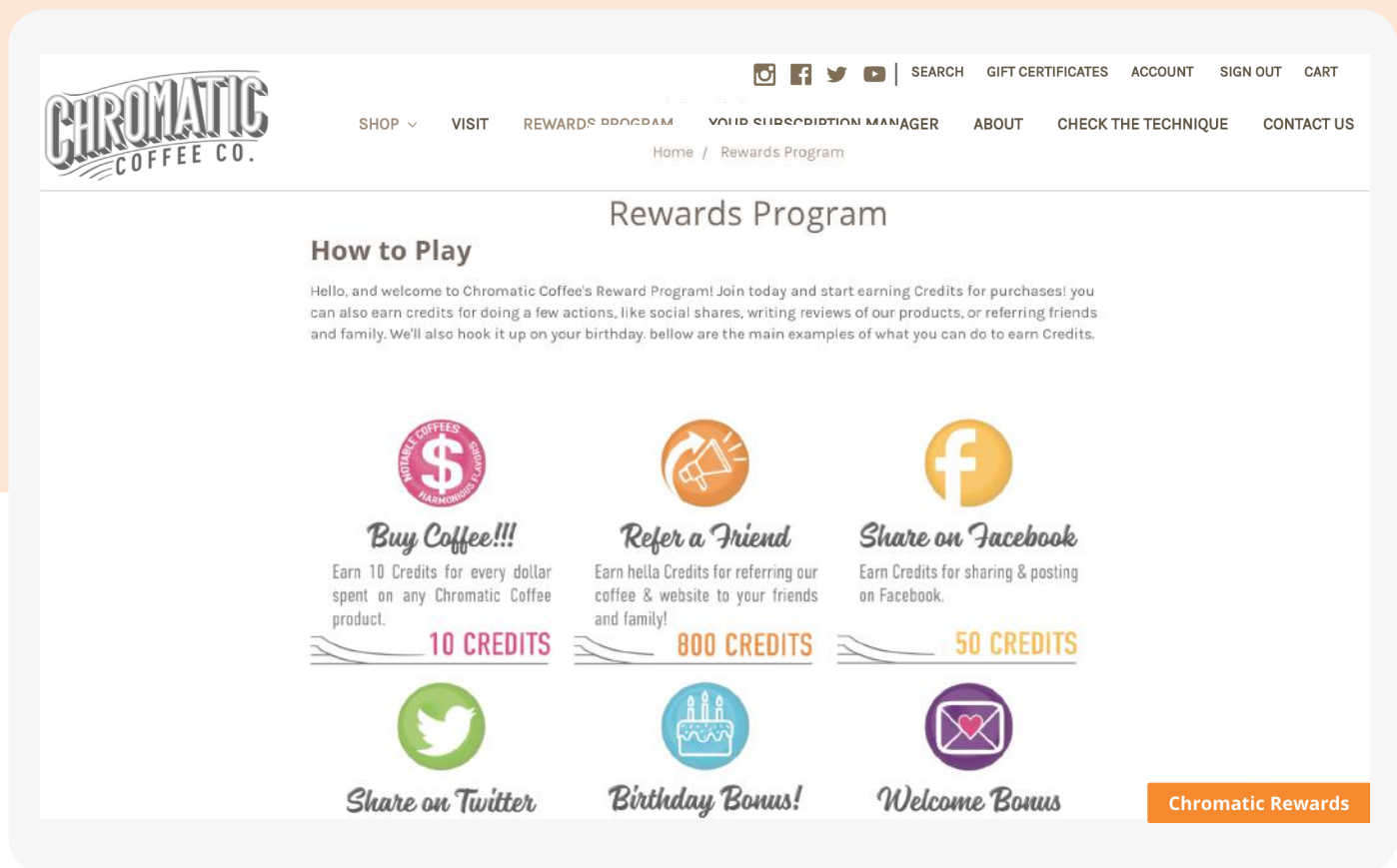
Chromatic Coffee pride themselves as a purveyor of carefully sourced, crafted and roasted coffee. In October 2012 Chromatic Coffee opened its roastery and cafe in Santa Clara for customers. Since then, Chromatic Coffee has won many accolades and 5-star ratings on various platforms.

# The Challenge

- Improve Customer Retention
- Increase Repeat Purchases

# The Solution

With the objective of maximizing revenue through repeat purchases, Chromatic Coffee implemented their Chromatic Rewards program using Zinrelo's modern-day loyalty rewards platform.

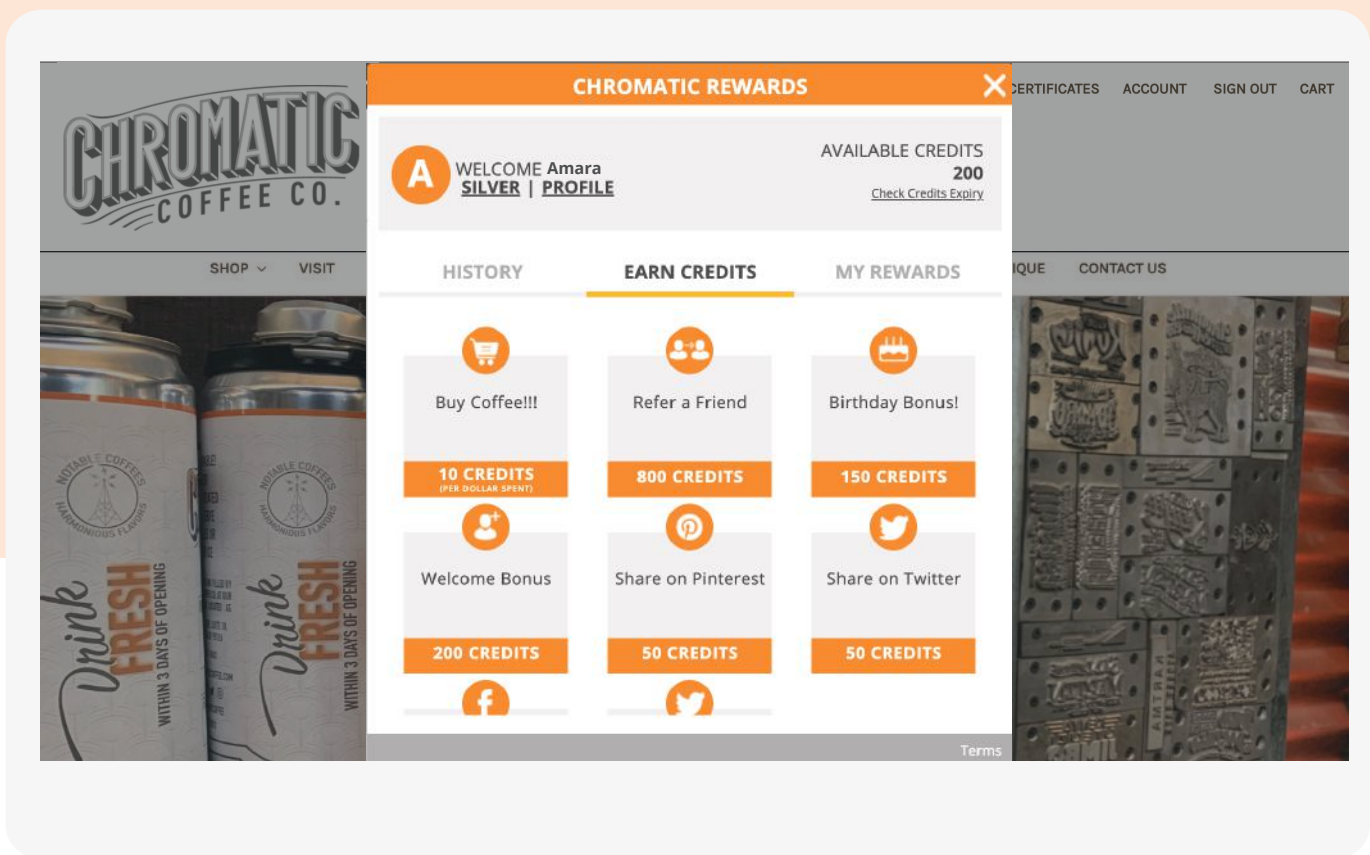


# Rewards Program Overview

With Chromatic Rewards, Chromatic Coffee migrated to points-based promotions instead of cash discounts. This increased customer engagement, leading to more repeat purchases and improved profitability.

# 360 Degree Engagement with Loyalty Rewards

In exchange of the accrued points, customers had a plethora of rewards to choose from; including discounts and Chromatic Coffee swag. Rewards like “Single Origin Bag” and “Latte Art Classes” imparted an aspirational value to the points and incentivized customers to engage more with the brand!



## Tier-based Rewards Program to Engage Customers

To engage loyal customers, the tiered loyalty program played a vital role. The three tiers ‘Silver’, ‘Gold’ & ‘Chromium’ were designed in a way to reward the loyal customers. The customers were encouraged to buy more products at an increased frequency to avail the exclusive benefits associated with these higher tiers.

The three tiers ‘Siler’, ‘Gold’ & ‘Chromium’ encouraged customers to buy more products at an increased frequency and avail the exclusive benefits associated with each tier.

## Your Movement Through The Chromatic Journey

If you really wanna play (and trust us, you do), you'll be rewarded for going on the journey to achieve Chromium status. You can earn more Credits through your purchases and get first dibs on new coffee releases. We'll keep you up to date on all the cool things.

### SILVER

Enjoy SILVER status right away just for joining the program!

\*10 credits per dollar spent\*

\*200 credit welcome bonus\*

### GOLD

Your first level-up! Achieve GOLD status when you reach 1000 credits

\*12 credits per dollar spent\*

\*\$10 tier welcome bonus\*

### CHROMIUM

You hit that rainbow CHROMIUM status when you earn 4000 Credits!

\*15 credits per dollar spent\*

\*\$25 tier welcome bonus\*

Chromatic Rewards

## The Results



Increase in  
Customer Retention for  
Q1-2021



Increase in  
Repeat Purchase Revenues  
for Q1-2021

- Increase in customer retention for Q1-2021 = 84.83%
- Increase in repeat purchase revenues for Q1-2021 = 84.06%

## About Zinrelo

Zinrelo's modern-day loyalty rewards platform maximizes repeat sales and per-customer revenue through 360-degree customer engagement. Zinrelo encourages multiple dimensions of loyalty including transactional, social, referral, engagement and behavioral loyalty. It supports omni-channel deployments that span across desktop, mobile as well as physical stores. Zinrelo's data-driven approach is empowering brands to create powerful promotional strategies by fueling them with advanced data analytics.

## Rewards Program Benefits

**+80%**

Repeat Sales

**2.4X**

Revenue per Customer

**+50%**

Profitability

[Request a Demo](#)



[zinrelo.com](https://zinrelo.com)



[info@zinrelo.com](mailto:info@zinrelo.com)



+1 650 701 7759

530 Lytton Ave, Suite 200, Palo Alto, CA 94301