

NEWSLETTER

Industry News • Company News • Spotlight • Insights

Industry News

[Over half of female consumers make final product selections in male-centric categories \(Tap to read\)](#)

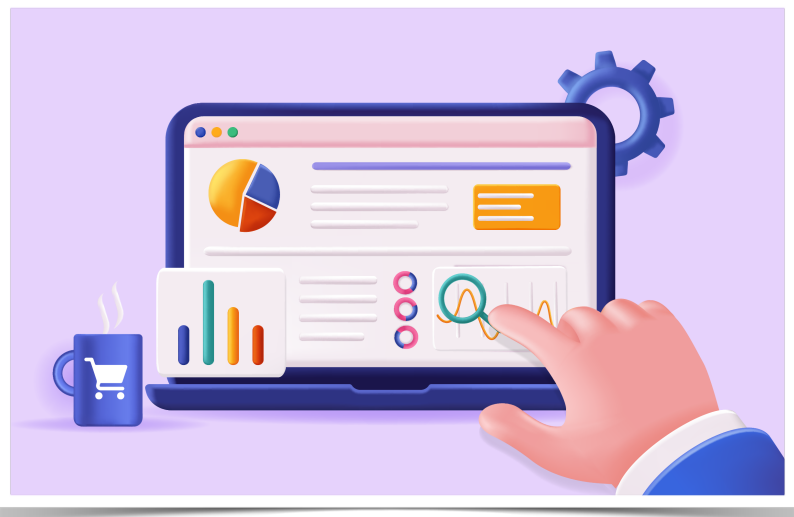
[What's in my Basket, and What's your Number \(Tap to read\)](#)

[Fewer Shoppers Cutting Back on Purchases \(Tap to read\)](#)

[How to Improve Displaying Campaigns with AI and ML \(Tap to read\)](#)

Insights

78% of women identify as their household's primary shopper, making the final say in purchases, including in male-centric categories



Industry News

What are the E-Commerce Strategies that grocers can't overlook?

Data Power: Identifying audiences and catering to their needs is a must. But with inflation, is that enough? But is that enough, given inflation? Even though consumers lean toward searching in apps or online to get bundle discounts, you must go one step further by using data from their past purchase journeys to offer deals above and beyond.

AI- Experience: There is no reason a search engine couldn't retrieve consumers' favorite items or categories they frequently browse with today's technology. And now that most customers have returned to the workplace, flexible orders and pickup periods are essential, including having a pickup alternative that fits their hectic schedule.

Brand Positioning: If a CPG wants to advertise in your space, that's revenue, but is that what your customer wants? When it comes right down to it, these three things are paramount

- **Better Deals**
- **Ease of use of the website**
- **Flexibility**

Company News

Using phone numbers as an alternative ID in a loyalty program



Say Hi To Our New Enhancement Update! Using phone numbers as an alternative ID in a loyalty program refers to using customers' phone numbers as a unique identifier to track and manage their participation and rewards within a loyalty program instead of using physical loyalty cards, mobile app-based card scans, or other traditional identification methods.

How does it work?

When customers enrol in a loyalty program, they provide the phone number associated with their account. Therefore, when making purchases or engaging with the loyalty program, customers can provide their phone number at the point of sale or during online transactions to earn rewards, receive discounts, or accumulate points, among other benefits. It's an added convenience for customers. Once the grocers have adopted the functionality, customers can still scan their app or input their phone number.

What is the upside of introducing this feature for grocers?

Using phone numbers as an alternative ID in a loyalty program typically involves businesses capturing customers' phone numbers and then using them as a reference to track and manage loyalty program activity

- It allows grocers to identify customers, track their purchases, and attribute rewards or discounts to their accounts based on their phone numbers.
- It also enables businesses to collect valuable customer data and engage with customers through targeted marketing campaigns or personalized offers, using the phone number as a means of communication.

Why is it suitable for customers?

Customers can benefit from using phone numbers as an alternative ID in a loyalty program due to their convenience, accessibility, and flexibility.

- It eliminates the need to carry physical loyalty cards, remembering membership numbers or app scanning is not an option, making it easier for customers to participate in and engage with the loyalty program.
- It also allows customers to earn rewards or discounts across different locations or branches of a business, providing a seamless and consistent experience.

NEW SEGMENT

SPOTLIGHT Get Featured on our Monthly Newsletter



We love our customers and our customers love us. To celebrate our partnership, we are introducing our new segment - **Spotlight** where we feature success stories of our ever growing customers and their journey in the independent grocery industry and beyond.

Share your story and get featured on our monthly newsletter from June 2023

Write to : marketing@rsaamerica.com

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EMPOWERING INDEPENDENT GROCERS