

Creating Loyal Customers



EXECUTIVE SUMMARY

Foley FoodService is a vending operator in Massachusetts and Rhode Island offering unsurpassed vending machine, office coffee, and micro-market solutions. In 2015, Foley began installing PayRange on its fleet and now has nearly 3,000 PayRange-enabled vending machines deployed. In addition to giving Foley a quick and cost-effective way to accept mobile payments, PayRange gives Foley FoodService an unparalleled way to market to consumers, reward loyal customers, and build engagement. PayRange's consumer marketing programs and mobile payment options are also a major selling point and differentiator when Foley approaches prospective new accounts about placing vending machines in workplaces or other locations. Foley now includes the PayRange BluKey™ in all new machines, whether they accept credit cards or not, to capture all potential sales.



“Every time someone buys into it, it’s 8, 9, 10, 12, uses over a week or a month. You can easily double and triple the sales of the existing customers.”

— Steve Foley, Owner, Foley FoodService

INCREASING ENGAGEMENT WITH FLEXIBLE CONSUMER MARKETING

PayRange has a variety of marketing programs integrated into the app that promote PayRange adoption and increase overall vending purchases. Foley's current promotional package includes “First Purchase Free,” which encourages new consumers to sign up and get a free item of their choice, the “Buy 7, Get One Free” reward star collection program, which incentivizes repeat purchase, and lastly a unique, Foley-branded “25 cents off your next 2 purchases” discount offer to build loyalty.

“Setting up the programs was a collaborative effort with the folks at PayRange. We wanted something that could reward our consumers. We wanted to have something that brings in new customers. And then we wanted to have some traditional programing. All these programs are doing very well,” says Fred Zeiba, General Manager at Foley FoodService. “The users that we do see, love it. They use it and they use it often. These programs are pretty important. Repeat usage is through the roof and much of that is because of the rewards and discount programs.”

“Every time someone buys into it, it’s 8, 9, 10, 12, uses over a week or a month. You can easily double and triple the sales of the existing customers,” says Steve Foley, Owner of Foley FoodService.

While PayRange is not the only rewards program in the vending industry, there are many ways its loyalty programs differ from other options—and make it more attractive to operators, Zeiba says.

Foley also uses other programs that offer loyalty and rewards, but require operators to pay a monthly card-reader fee. The

Overall purchases per user
INCREASED 19%

promotions are product-specific, as opposed to allowing the consumer to choose. PayRange loyalty programs

are easy and cost-effective to set up, and can be tailored to Foley's specific marketing goals. Consumer rewards are based on the number of vends, regardless of what item was purchased and the discount is redeemable on any product in the machine. This customer-centric loyalty program has been very popular among Foley's customers.

“One of the great things about PayRange is the loyalty programs we can offer,” Zeiba says. “This is where it separates itself from traditional credit cards, and the users, they love it.”

LANDING NEW ACCOUNTS

When talking to Fortune 100 employers and retail locations about a potential contract for vending services, the Foley sales team is often asked if the machines can accept mobile payments. “Prior to the PayRange relationship, the answer to that question was ‘no,’” says Foley.

In addition to looking for mobile payment options, companies are often looking for a vending operator who could provide an extra level of service to company employees. A rewards program isn’t always available with traditional credit card solutions, but with PayRange Foley can turn on Rewards and have the ability to run location-specific promotions, or special offers that are based on a certain time of year. This gives potential accounts a clear reason to choose Foley over a competitor.

“PayRange has been a sharp arrow in our quiver,” Foley says, about how the Foley sales team uses PayRange’s consumer marketing, rewards and mobile payment capability as a sales tool to win accounts.

PAYRANGE PARTNERSHIP

Since Foley FoodService began deploying the BluKey devices in 2015, PayRange has been actively working to help Foley leverage PayRange to meet its business goals. During the installation process, PayRange sent out a field deployment team to help install BluKey devices across nearly 3,000 machines. PayRange has also set up tailored branded promotions based on Foley’s unique marketing goals and developed marketing material to present to prospective new accounts. In addition, PayRange provides ongoing insight into consumer behaviors. This five-star customer service from PayRange has helped Foley get to market faster and find the best mix of PayRange services to grow their business.

“We’ve included PayRange in every single available machine that we can put it on, and on any new installs that go out,” Foley adds.

TREATING CUSTOMERS RIGHT

Offering PayRange on every possible machine is all about creating the best experience for the end customer, which in turn increases customer loyalty and keeps them coming back for additional vends.

“The customers appreciate the ability to be rewarded for their use,” Zeiba says. Customers like the flexible, customer-centric rewards programs that allow them to be rewarded for buying the product they want, rather than only a product being sponsored by the manufacturer.

PayRange also gives customers a mobile payment option, and a way to get the cash discount while still paying digitally—customers using Foley machines pay the same for PayRange or cash payment, but 10 cents more for a credit card payment.

“The more choices that we give the customer, the better,” Zeiba says.



“One of the great things about PayRange is the loyalty programs we can offer,” Zeiba says. “This is where it separates itself from traditional credit cards, and the users, they love it.”