

# Best Practices: Check-In Keypad

Last Modified on 11/02/2020 1:40 pm CST

The biggest benefits to our Check-In Keypad is it gathers customer information, it encourages Rider Rewards engagement, it can be configured to run custom marketing campaigns, and it syncs with our Text Marketing system.



Unlike most kiosks, our Keypad operates more as a check-in terminal, which limits lines at the device while also simultaneously speeding up the cashier's check-out process. It does this by only asking for the customer's cellphone number on the device screen, and then sending text messages to customer's phone to complete the rest.

Our Keypad, upon a customer's first check-in, will search your Dealer Management System for the customer's cellphone number entered. The system will then prompt customers to share any information you might not have on file, such as email addresses and birthdays. If the customer is a reward member and their cellphone number is listed in your DMS, they will automatically receive their Rewards Balance when they check-in. All of this saves your cashiers time from gathering customer's contact information and looking up reward balances at the point of sale.

You also have the ability to create custom marketing campaigns for your Keypads, which will send out text messages to your customers when they check in. We currently have two "Pre-Configured" campaigns available to you:

1. Earn-A-Coupon, which works like a virtual punch card, encouraging customers to check in x-amount of times for a digital coupon
2. Sweepstakes Campaign, which uses each check-in as a virtual entry towards a raffle held within your dealership.

If you wanted to create your own, unique campaign, you can do so as well. Some other popular examples I've seen used are sharing in-store promotions, events, promoting traffic to websites, social media and/or survey links.

For pricing information, please give us a call at 414-326-4100.