



Loyalty Program Kiosks.

Gesta Motors, a Mexican business group, owns several car dealerships that feature some of the most recognized brands including Jaguar, Land Rover, Volvo, Mazda and Ford. Annually, Gesta Motors Group sells more than 4,000 cars, and is certified by Ford Motors Company as the #1 company in After Sale Service nationwide. It is also the top selling Jaguar and Volvo agency in Mexico.

Gesta Motors was looking to reward for their customers loyalty.

Solution

Alveni's solution for the Gesta Members Club included the custom made kiosks located in dealerships where members could enroll and print their own personalized membership plastic card, access account information, check account status and access member-only benefits. After the purchase of a new car, customers can become a member of the club at the kiosk before leaving the dealership.

Results

- One-stop loyalty program.
- Easy access to exclusive membership benefits and offers.
- Increased customer satisfaction.



Stainless Steel Front.



Thermal and PVC Card printing.



Car Features Compare Application.



Membership Points Control Panel.