

SimpliVend is the industry's leading mobile app designed for all Vending Operators. This app is your answer for a customisable payment and loyalty rewards program.

Increased Revenue Growth

- ★ Stored customer credit. Optional extra to allow credit to be added automatically
- ★ A new marketing platform to target customers with promotions, rewards and bonus credits

Powerful Data Insights

- ★ Track each customer by spend, preferences and location
- ★ Use data insights to tailor promotions and marketing messaging
- ★ Customer profiling provides insights that improve negotiations with building management

Better Brand Experience

- ★ Option to customise the app with your company branding
- ★ Engage and connect with customers to increase spend
- ★ Reward your most loyal customers and build advocacy

Are you ready to use the power of customer data to increase sales and revenue?

Contact your local CPI Vending Sales Representative at:
www.cranepi.com/simplivend

SimpliVend

The Most Rewarding Way to Pay



Powered by
cpi

SimpliVend

Your customisable mobile app that puts you in touch directly with your customers for the very first time!



Powered by
cpi

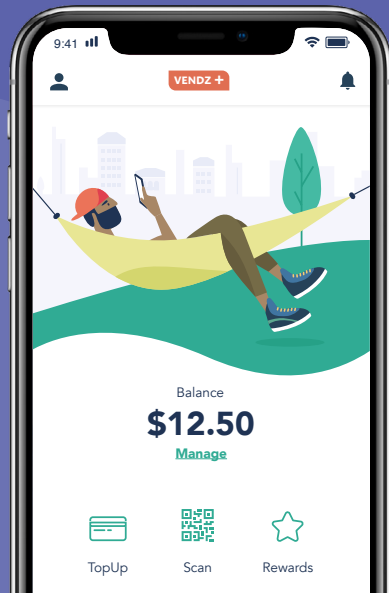
SIMPLE PAYMENT EXPERIENCE REVENUE IN ADVANCE

“
It’s so easy to pre-pay and not worry about having cash or cards. I can get my snacks and drinks anytime I want.

”
Customer, UK

“
I really like the pre-pay function. I added the option that automatically adds credit from the customers credit card. This creates more revenue in my account and provides powerful insights relating to spend volumes and frequency.

”
Operator, Italy



REWARDS FOR YOUR CUSTOMER DATA INSIGHTS FOR YOU

“
It’s nice to get rewards like a free snack. Plus I like getting more stars. I can also see my favourite purchases which makes it so easy to shop with the app.

”
Customer, Germany



“
The portal allows me to reward everyone or individuals, so marketing is very targeted. The purchase pattern data helps me to select the most relevant rewards. This increases customer spend.

”
Operator, France

INCREASE IN LOYALTY GROWTH IN SALES

“
I had a surprise message for my birthday to say I have bonus credit. I treated myself and a friend to coffee and snacks. My friend now uses the app.

”
Customer, Spain

“
The customer profile data is really powerful. It allows me to increase purchase frequency and build loyalty. This intelligent marketing drives word-of-mouth with friends and colleagues.

”
Operator, UK

