

## Southern Bound Book Shop Rewards Biloxi Bookworms



Shereen Kostmayer fulfilled her dream of owning her own book store when she opened

Southern Bound Book Shop in Biloxi, Mississippi, in the summer of 2013. As a first-time business owner, she initially focused her efforts solely on used books. Once she was comfortable with the results, her shop quickly grew to include new book inventory, vintage jewelry and upcycled art and décor. In a little over two years, she was able to expand to a second location across the Biloxi Bay in Ocean Springs.

**Looking Ahead.** As her business became more established, Shereen's next goal was to upgrade her credit and debit card payment processor to one she felt was more permanent and professional. She also needed a payment solution that worked easily with UBIC System – a proprietary inventory management, point-of-sale and web export system for the used book store industry. Finally, Shereen wanted to offer customer-friendly gift cards in a way that was easy for both her staff and her customers. With so much on her mind as she opened her business, Shereen admitted that rewarding her most loyal customers wasn't a top priority at the time, but was immediately intrigued with what the complete Fanfare Gift & Loyalty solution had to offer.

### Southern Bound Book Shop

- Founded in June 2013
- New/used books, jewelry, décor
- Biloxi and Ocean Springs, MS
- [www.southernboundblog.net](http://www.southernboundblog.net)

### Goals

- Implement a permanent and professional payment solution
- Process card payments that easily worked with used book software
- Encourage repeat visits and increase revenue

### Solution

- Verifone VX520 terminal – accepts EMV chip & contactless payments
- Fanfare Gift & Loyalty
  - Spend \$150, receive \$25 off
  - Join and receive \$5 off
  - Gift cards in any denomination

### Results

**1,200+** loyalty members

**\$34,000+** loyalty revenue

**2X** purchases: loyalty members vs. new shoppers

**7%↑** loyalty member spending

**\$5,400+** gift card revenue

**~95%** customers enrolled

## Fanfare keeps shoppers coming back for more

**A Rewarding Choice.** Shereen chose Elavon as her payment processor and the Verifone VX520 terminal because it was easy to use. She also chose Fanfare Gift & Loyalty because of its seamless integration with the terminal and the payment transaction. Southern Bound Book Shop customers who join the loyalty program by providing their phone number instantly receive \$5 off of their purchase. When they spend \$150, they instantly receive \$25 off their purchase.

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*"I've been very happy with Fanfare. I'm glad I started the program and can offer it to my customers. It makes my business more professional and differentiates us from other stores."*

~ Shereen Kostmayer, Founder & Owner

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**Success by the Numbers.** Using the Fanfare Business Dashboard, Shereen can see exactly how well the Fanfare program is paying off, unlike some of her other marketing expenditures that are more difficult to track. In less than a year and a half, more than 1,200 of her customers have enrolled in the loyalty program, and loyalty members account for over \$34,000 in revenue. Plus, in the last month, the number of purchases from loyalty members were almost double those of first time shoppers, and they spent 7% more per member over the last three months. Fanfare gift card sales of \$5,400 represent a new revenue stream for the book shop.

The staff at Southern Bound Book Shop is committed to telling each and every customer about the rewards program; they even include it as part of the store tour for first time shoppers. They also consistently promote the rewards program and gift cards via social media and at checkout. As a result, Shereen estimates that approximately 95% of her customers enroll in the loyalty program once they learn of its benefits and how easy it is to participate.

Customer response has been very positive, even for those frugal shoppers expecting lower prices for used books. Shereen can offer value to her frequent shoppers over and above quality products without the need for discounting or devaluing the Southern Bound Books Shop brand. Customers enjoy the automatic tracking and instant gratification offered by Fanfare. And the satisfaction they get when they've earned a reward and can instantly redeem it keeps shoppers coming back for more.



### Start Celebrating

New customers and happier members, higher sales, and repeat business—Fanfare gives everyone something to celebrate.