

From Refunds to Rewards: 3 Outstanding Use Cases of Store Credit Solutions for eCommerce

Exploring the Transformative Power of Store Credit Solutions in eCommerce Through Real-World Success Stories

We all want them... Those magical customers that keep buying, praise our brands across Instagram and TikTok, and tell their best friends they have to buy from us too. We want their enthusiasm for our work, for the products and content we've labored so hard to create, and we want the results they drive for our bottom lines.

We all want them, but we've been lied to. In most cases, it's not "create it and they will come." It's "implement smart strategies, get creative, and then keep optimizing as you go, and *then* they'll come and stay."

That's why we founded Rise.ai. Our store credit solutions are all about creating dreamy customer satisfaction that fosters true long term relationships from interest and purchase through refunds and returns. Plus, they're designed in a way that's simple for merchants (on Shopify and elsewhere) to automate, optimize and scale.

Here are three use cases to help you see what's possible for your store (Want more than just three? We're working on more as we hit publish. [Join our list / follow us on LinkedIn](#) to be notified when they're ready [\[Change later to: Here's part 2\]](#)).

Refunds and Returns

While almost nobody produces marketing campaigns that talk about "Hey, what if you don't like our product after all," it's a real part of doing business. As we've [previously reported](#), shoppers return up to 30% of their purchases, and in the holiday season, 8 in 10 people intend to return or exchange gifts.

That said, 96% would buy again from merchants that provide an easy returns experience, according to [Narvar](#).

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Merchant Story

[Knix](#), a Shopify merchant, sells comfortable bras and underwear that help customers feel unapologetically comfortable in their skin. They wanted to take customer satisfaction to the next level, even at times when things don't go as planned.

Therefore, they've been using the [Rise-Loop integration](#) to offer store credit for returned prices instead of a refund. All the store credit accumulates in customer accounts on one dashboard, so customers find it easy to see how much they have, and spend it on clothes that empower them. As a result, Knix gets to keep nurturing its relationship with them.

Key Takeaways

Brand values need to be expressed in every part of the customer journey. If you're about empowering customers, for example, you need to empower them to make the best choice for them even after the last mile. Then, provide alternatives - like store credit - to give the customer-brand relationship a chance to heal and thrive.

Rise.ai's Role

Rise.ai's store credit solutions make any refunds and returns process easy and seamless. We partnered with Loop to help you manage all the store credit you offer to all customer accounts on one dashboard with even more visibility than what you get on Shopify. This is part of a range of [partnerships and integrations](#) we've created for our merchants. We're always adding more, with an emphasis on customization options, so you can adapt our platform to your specific needs.

Cashback Rewards Activities

Happily paying customers are likely to make additional purchases and refer people to your store. That's why your top 1% of customers could be [worth almost 20 times as much](#) as your average customers. Finding creative ways to increase customer engagement is critical, but you also need to make these strategies easily applicable in your business to succeed long term.

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Merchant Story

[VICI](#) aims to make on-trend styles affordable for women at all life stages. It has a variety of cashback and reward programs to foster repeat purchases across a variety of needs. Interestingly, it uses Rise.ai's store credit solutions to offer seasonal promotions such as a 24 hour opportunity to "score 30% extra," a gift card with free money once you buy over a certain amount and the ability to earn additional 10% "VICI bucks" (for example, spend \$100, get extra \$10 store credit).

The result?

An easy sell for the brand's free text-based newsletter. Customers can text the brand to be notified on promotions. This simplifies marketing campaign segmentation across customer accounts, driving more and higher quality sales.

Key Takeaways

If you have a diverse audience, you need a platform that provides customization options. Cashbacks and rewards are a wonderful way to increase customer engagement and retention. They can be easily segmented and diversified based on campaign and segment needs.

Rise.ai's Role

VICI uses Rise.ai's store credit solutions to [automate and shift reward conditions](#). This has not only increased the company's bottom line, but also made the team's work easier. Their success isn't a one hit wonder, but rather a strategic, ongoing growth path.

Loyalty Programs

Loyalty programs work similarly to reward programs - you get rewarded for buying - but the message and intention are different. The request from customers is for long term loyalty, brand preference and maybe even a form of fandom. There are often levels of loyalty - the more you buy in a predetermined time period, the bigger supporter you're considered to be, and therefore... the bigger rewards you'll be showered with.

In essence, loyalty programs are about going beyond customer engagement, toward fostering deeper customer relationships.

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Merchant Story

[Peppermayo](#) is the ultimate destination for trendy women's fashion. But it wanted customer relationships that extended beyond trends. It decided to keep it simple - you get store credit with every purchase. The more you spend, the more rewards you get. Eventually, once you spend \$1,500, you become a diamond card member, who gets the absolute best rewards.

Once you reach this level, you not only get store credit - and double store credit sometimes - but you can use your credit for much longer (18 months instead of 3 and 6 months in other levels), get exclusive product access and more. Peppermayo uses the customization options in Rise.ai's store credit solutions to enable this variety.

At the end of the day, Peppermayo has one of the most successful loyalty programs we've seen, with customers that love the brand and stick with it for longer time periods.

Key Takeaways

Focus your marketing campaigns on acquiring loyalty program members, and then on emphasizing the value these programs provide. You don't need a complex program - keep it simple to understand, simple to participate in, and more people will sign up.

Rise.ai's Role

Rise.ai's [loyalty card](#) has been a fun way for the brand's customers to collect money every time they make a purchase... which has made it even more fun to spend again later. Immediate gratification, combined with further joy down the road. This feature, too, offers simplicity and low maintenance for the brand's team, so its members can focus on strategic activities.

Create Deep Customer Satisfaction

Happy customers that keep buying from you and tell everyone they know to do the same are within reach. Using a wealth of creative tools, combined with smart partnerships and integrations, Rise.ai's store credit solutions help merchants delight customers at both mundane and critical stages of their lifecycle.

The better news? You don't have to do it all to succeed. Sometimes, truly focusing on one or two strategies makes a bigger impact. Therefore, whether your store is on Shopify or elsewhere, [get a free demo](#) from experts who've seen plenty of merchants succeed. We'll help you figure out what's the best direction for your specific store.