

Weigel's and ONI Partner to launch myWeigel's Rewards Card Program

Weigel's Customers to Reap Immediate Benefits with Registered Card

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Weigel's is pleased to announce the partnering with Outside Networks, Inc. (ONI) for their recently launched myWeigel's Rewards Card customer loyalty program. The selection of ONI was established after an extensive vetting process over several months of research.

"ONI's program was selected for many reasons, including its ability to seamlessly integrate with Weigel's current POS and payment platform", said Charlotte Havelly, Director of Marketing for Weigel's. "Most compelling is ONI's forward looking program that addresses how consumers expect to be rewarded for being a loyal customer."

"ONI's program makes it easy for our on-the-go guest to take full advantage of our loyalty program, targeting mobile platforms and embracing the digital world with a mobile app and mobile payment", stated Havelly. "We are also able to collect demographic and purchase behavior with each loyalty member, enabling us to elevate our marketing programs to a more personable and individualized level."

ONI, a Virginia based company is a 3rd party outside national provider of loyalty programs. They have focused exclusively on the convenience store industry for over 18 years. "We are excited to be working with Weigel's and their marketing team" said Tim Balzer, VP of Sales and Marketing for ONI. "Our ability to provide them with the flexibility they desired in their program, plus our customer analytics to aid in their ability to promote customer relevant messages and offers was instrumental to our being the right fit".

Customer loyalty programs are integral in today's multi-faceted marketing and advertising arena. Through email, targeted rewards, as well as various other tools, retailers can reward with immediate discounts and offers. "The "surprise and delight" of instant gratification fits with our desire to reward our most loyal fans" said Havelly. "We are glad to have ONI as our loyalty partner."

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About Weigel's

Weigel's operates 66 convenience stores, a dairy and a bakery, all within a 100-mile radius of corporate headquarters in Powell, Tennessee. The bright, spacious stores represent state of the art convenience retailing, competitive pricing, heroic customer service and unconditionally guaranteed products. Weigel's core purpose is to wow their guests with a positive experience every time.