



QuickChek Rewards Launches on Paytronix Platform

Program brings together loyalty and mobile engagement to increase visits and spend.

QuickChek Corporation has launched its loyalty program for the 160 convenience market locations throughout New Jersey, New York's Hudson Valley and Long Island .

The app is built on the Paytronix platform and available through the QC Mobile App, which went live early in 2020.

With QuickChek Rewards, members earn perks on QuickChek food and beverages every time they visit a store, simply by scanning the barcode in their mobile app during checkout. Customers progress through three levels of the loyalty program depending on their visit frequency, enabling patrons to progress from "Fans" to "Friends" to "Family." Members earn free items like birthday rewards and monthly fountain drinks or candy bars just for enrolling. Additional visits unlock bonus rewards that include QuickChek's fresh brewed coffee, made-to-order drinks, and chef-crafted sandwiches that are made in-house.

"We are learning a tremendous amount about our own customers, including things we weren't even aware that we didn't know," said Eric Rush, QuickChek's digital marketing and advertising manager. "QuickChek Rewards is helping with our goal to understand what is meaningful to our customers in their daily lives. With the information we're learning, we can provide members with tailored rewards that make for a better shopping experience."

Paytronix integrated QuickChek Rewards with the company's existing order-and-delivery platform, mobile app, and POS system.