

**Meta Title:**

What is STARXP? Explanation About Our Loyalty Program Points

**Meta Description:**

STARXP is a native token used within StarWORKS Global loyalty program. Find out more about STARX and our StarPOINTS loyalty program, [here!](#)

**Keyword:**

What is starxp (low search volume: 0) - No one search for it  
Blockchain loyalty program (medium search volume: 431)

# What is STARXP? Explanation About Our Blockchain-Based Loyalty Program Points



What is STARXP, photo by [Pexels](#)

Customer loyalty programs are designed to encourage customers to keep coming back to a particular brand or business. This type of loyalty program has been around for a very long time and it has become pretty much obsolete in the digital world.

The rise of blockchain technology is now making it possible for loyalty programs to be even more secure and efficient. Blockchain loyalty programs will change traditional and complex loyalty programs into a streamlined and simplified one. Here in StarWORKS Global, we created a blockchain-based loyalty program solution called StarPOINTS that provides cryptocurrency in the form of STARXP points to revolutionize the conventional loyalty program.

So you might wonder, what are StarPOINTS loyalty programs and our STARXP points? Find out more here down below!

## What is a Loyalty Program?



**What is a Loyalty Program**, photo by [Pexels](#)

Before we get deeper into the blockchain loyalty program, first you must understand what a loyalty program is. A [loyalty program](#) is a rewards program that is offered by a company to encourage customers to continue doing business with the company. Registered customers can earn points or rewards for every purchase they make, which later can be redeemed for discounts or even free merchandise.

Loyalty programs are beneficial for both business owners and customers. For business, loyalty programs can and will help increase sales, thus retaining customers. For customers, loyalty programs will provide lots of benefits such as discounts and free merchandise, thus will get an incentive to stay and patronize a particular business.

## What is a Blockchain Loyalty Program?

[Blockchain loyalty programs](#) work by tracking customer purchases by using a blockchain ledger. When a customer makes any kind of purchase, they automatically will receive a digital token that is stored on the blockchain. These tokens later can be redeemed for rewards from the company.

Because the blockchain is a public ledger, all transactions will be transparent. This means that businesses can track customer transactions and activity, and prevent fraud from happening. The blockchain itself is also immutable, customer data cannot be altered or deleted. This provides a high level of security for each data that is stored on the blockchain.

One of the examples of blockchain loyalty programs is StarPOINTS that are developed by StarWORKS Global. So, what are StarPOINTS loyalty programs?

# Explanation About StarPOINTS Loyalty Program



**StarPOINTS Loyalty Program**, photo by [Pexels](#)

StarWORKS Global offers a blockchain-based loyalty program called StarPOINTS. This is a marketing program that enables retailers to keep track of their loyalty programs on blockchain. StarPOINTS is integrated into the StarWALLET app, which is simple to administer and use for both merchants and members.

StarWORKS Global develops points based on the tokenization process to improve customer experience by awarding crypto points as valuable assets, streamlining the user experience both online and offline when earning and redeeming, and creating a secure loyalty point system to minimize fraud.

Members will receive StarPOINTS as a reward in the form of STARXP tokens. This is a native token used within the StarWORKS Global's loyalty program. StarPOINTS are issued to members as a reward for spending their STARXP tokens at various merchants in the StarWORKS Global ecosystem.

# Introducing our STARXP Points

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Are you interested in earning crypto as a loyalty reward? You can learn and read our F.A.Q. page, [here!](#)