Loyalty Prime

We empower the creation of successful loyalty programmes that understand and drive customer behaviour.

Consumer Loyalty Presentation

2014

About Us

Our Background

Loyalty Prime was founded by a team of loyalty professionals with more than 120 years of industry experience to bring the best loyalty solutions to global markets.

Our Offering

Unique end-to-end loyalty IT platforms to operate loyalty programs, run multi-channel campaigns and manage customer data.

Our Vision

Create even higher standards for the loyalty industry.

Our Mission

Offer the best, most competitive, innovative and affordable loyalty platforms to create maximum value to our clients.

Company Fact Sheet

Loyalty Prime is a specialised loyalty software and integration provider.

Company	Loyalty Prime Ltd. (www.loyaltyprime.com)
Offices	Sales Offices in London and Munich - Delivery Center Delhi, India
Products	Unique end-to-end loyalty IT platforms to operate loyalty programs, run multi-channel campaigns and manage customer data.
Current Key Clients	Global Hotel Marketing Group with 1 Million Members — USD 16bn Automotive Spare Parts Supplier — Large Retail Coalition Loyalty Program in UAE — Nokia Latin America
Track Record	> 50 successful loyalty solution implementations
Mission	Offer the best, most competitive and affordable loyalty platforms to create maximum value to our clients.

The Power of Loyalty Programmes

Loyalty Prime

> Loyalty programmes are the ONLY basis to collect full 360° data to understand customers and use the insights to optimise the programme operator's core business.

DATA & CUSTOMER INSIGHT

Create a 360° Customer Data Base.

- Personal Data
- Transaction Data
- Behavioural Data
- External Data Sources
- Direct Marketing Data
- Survey Data
- Online / Mobile Data
- Service Data

Understand and predict buying behavior of each member segment.

- Who bought product A and B at the same time?
- Who shops frequently and who doesn't?
- What do my price sensitive clients buy?
- Who values quality over price?
- Who responds well to campaigns?
- …

BUSINESS OPTIMISATION

Convert Customer Insight into targeted, personalized optimization in several dimensions.

|	
Product / Category Mgmt.	**e.g. 3% more sales at food retailers by optimised categories**
Pricing	**e.g. higher prices for products bought by less price sensitive segments**
Promotions	**6x higher transaction rates by personalized offers vs. non-personalized mailings**
Store Layout	**e.g. 15% category revenue increase by optimized placement**
Customer Service	**e.g. recognition of valuable customers; cross- & up-selling; churn reduction**

Our Solution harnesses this power

Fast to implement and lower costs
→ our web- & Software as a Service based platforms make loyalty programmes affordable.

-50% in time

-50% in £/€

Points

€€
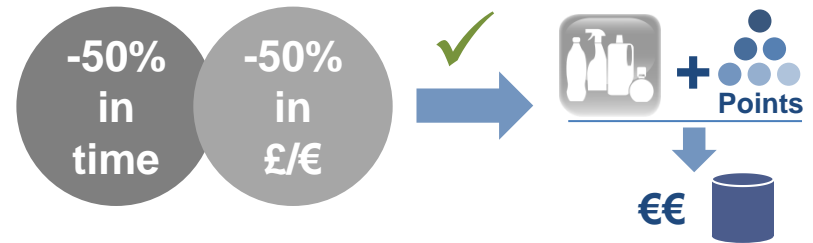
Comprehensive and standardised
→ usually covering > 85% of client requirements out of the box.

1 Program Administration
2 Member Segmentation
3 Campaign Management
4 Mailing Editor
5 CRM
6 Rewards Shop
7 Points Clearing / Billing
8 Reporting / Analytics

85-100%   + €   0-15%

Flexible & scalable
→ suitable for all sectors and program sizes; configurable to individual requirements.
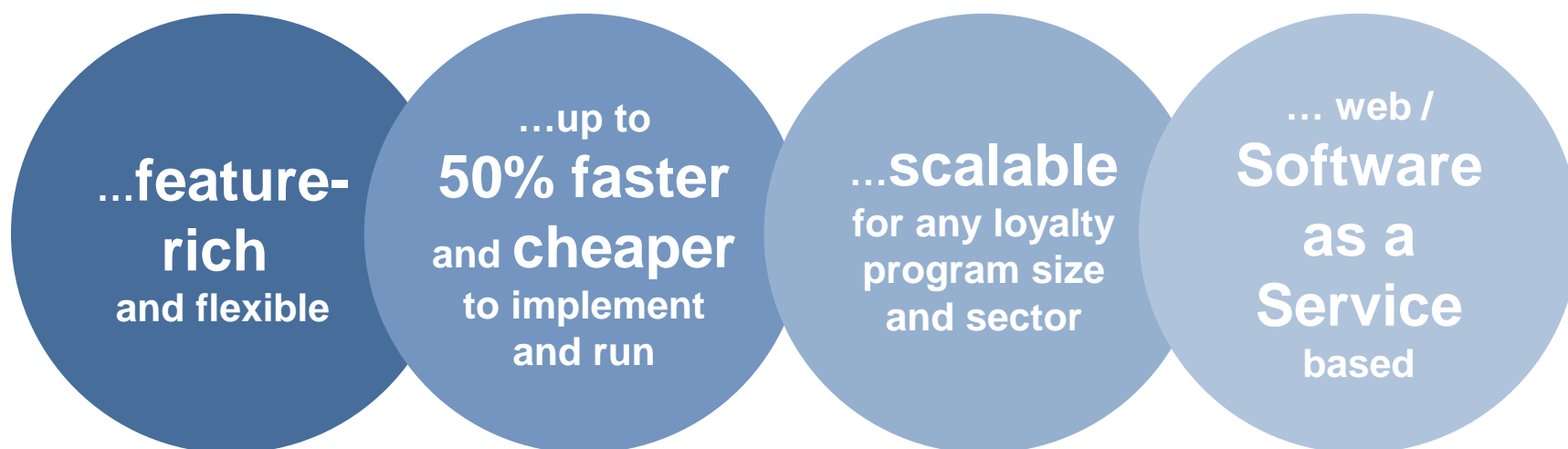
Our Value Proposition

We have built complete and unique IT platforms to operate loyalty programs, run multi-channel campaigns and manage customer data.

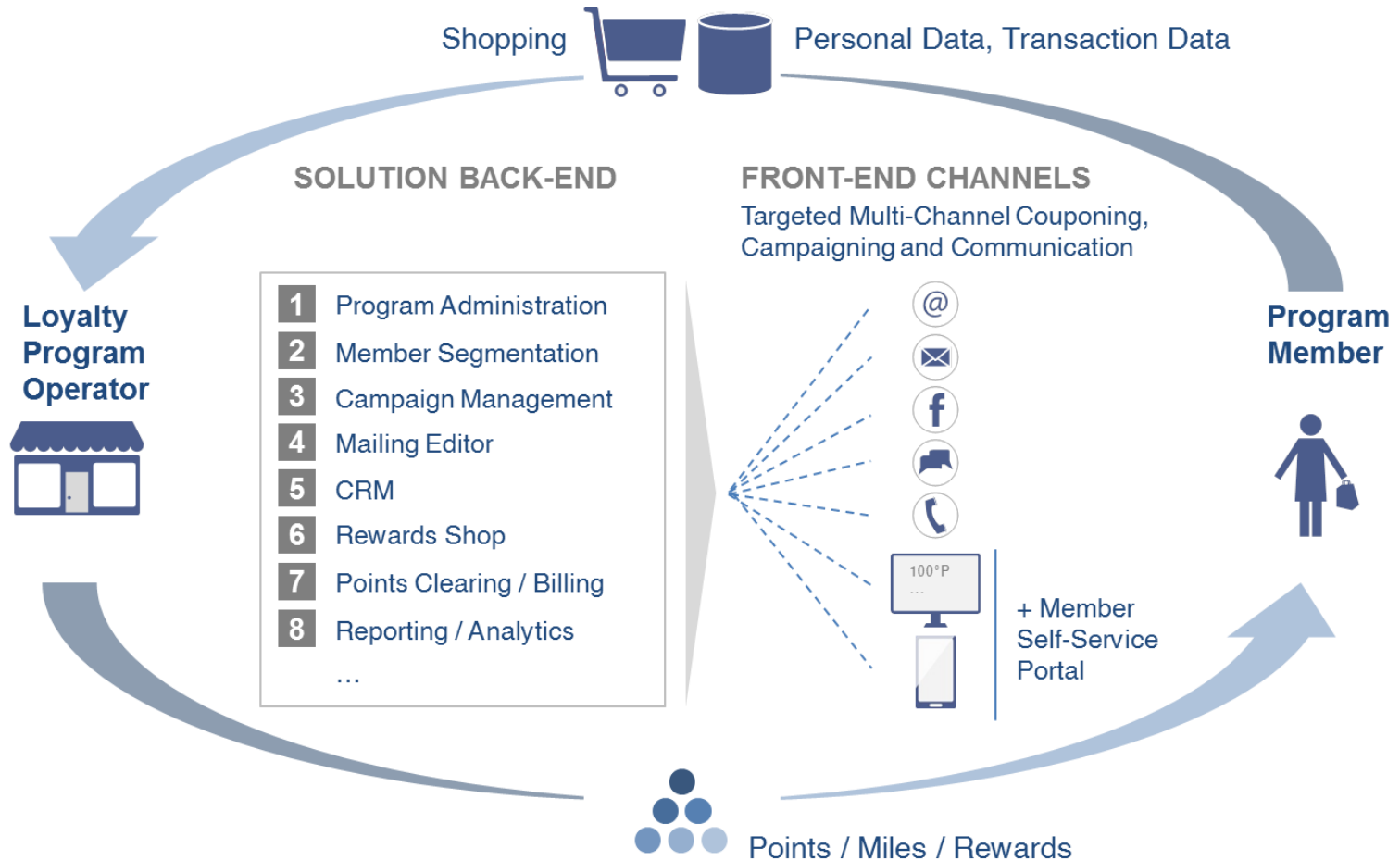Our highly competitive loyalty marketing solutions are…

…feature-rich and flexible

…up to **50% faster** and **cheaper** to implement and run

…**scalable** for any loyalty program size and sector

… web / **Software as a Service** based

Our USP - End-to-End Process Coverage

Loyalty Prime

Our IT platforms are unique by covering all back- & front-end processes required to operate loyalty programmes - providing perfectly integrated workflows and highest efficiency.

Shopping Personal Data, Transaction Data

SOLUTION BACK-END

FRONT-END CHANNELS
Targeted Multi-Channel Couponing, Campaigning and Communication

Loyalty Program Operator

1. Program Administration
2. Member Segmentation
3. Campaign Management
4. Mailing Editor
5. CRM
6. Rewards Shop
7. Points Clearing / Billing
8. Reporting / Analytics
…

100°P
…

+ Member Self-Service Portal

Program Member

Points / Miles / Rewards

Selected References

Our solutions have been implemented more than 50 times across industries.

Preferred HOTEL GROUP™

- B2C Hotel Programme
- Global Hotel Marketing Group (like Leading Hotels of the World)
- 650 Luxury Hotels (incl. Kempinski, etc.)
- 1 million Members
- Launched in August 2013

encircle — Happiness within

- B2C Coalition Programme
- 5 retail brands within the Titan Group (Tata Group, India)
- >8 million Members (and expected to grow quickly to >20 million)

TRW

- B2B Coalition Programme
- Global automotive spare parts manufacturer
- Programme operations from Germany
- 9 countries in Europe
- 8 languages
- Programme launched in February 2014

Microsoft · Canon · RELIANCE · Sony Ericsson · FASHION AND YOU Indulge

NOKIA Connecting People · DELPHI Automotive Systems · LG · Skye Bank Expanding your world

Case Study

Our platform won the RfP against the top US loyalty technology providers according to Forrester Research.

The client highly valued our platform's functional richness, high flexibility and low costs.

Client Profile

Preferred Hotel Group's Choice

Forrester Rating of US Based Loyalty Technologies

Preferred HOTEL GROUP™

- B2C Hotel Program
- Global Hotel Marketing Group (like Leading Hotels of the World)
- 650 Luxury Hotels (incl. Kempinski, etc.)
- 1 Mio. Members
- Launched in August 2013

Our Enterprise Loyalty Solution

N°1

KOBIE
loyalty lab
epsilon.
+ others

N°2-x

February 16, 2012 | Updated: March 8, 2012
The Forrester Wave™: Loyalty Program Service Providers, Q1 2012
by Suresh Vittal and Emily Murphy
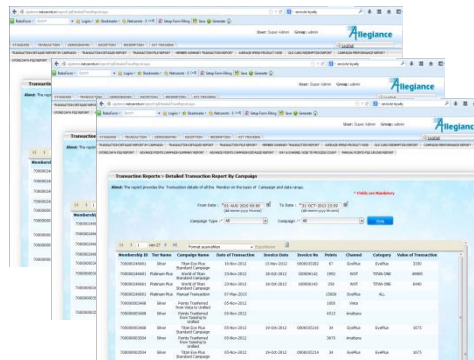for Customer Intelligence Professionals

KOBIE

N°1

loyalty lab

epsilon.

N°3

N°2

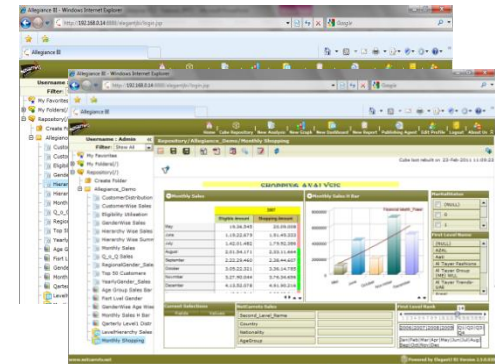# User-Friendly Web Interfaces for all Stakeholders
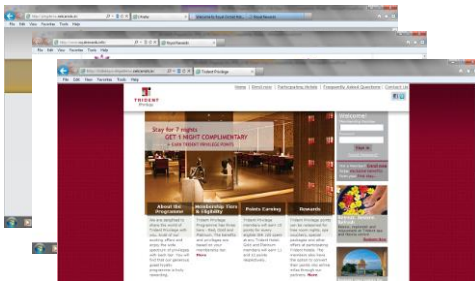
Administration Center
Program Administration
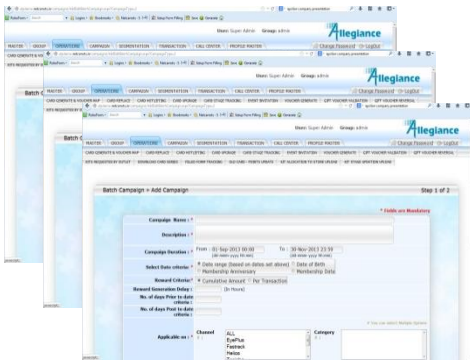
Reporting Center
Program- / Member Performance Reporting

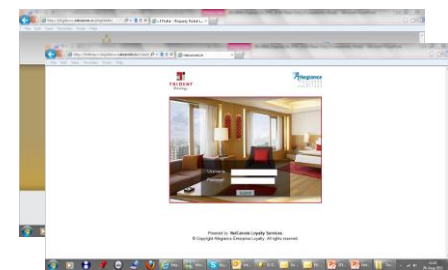**Business Intelligence Center**
Business Analysis

Member Web Portal
Self-Service Portal for Members

Mobile App / Mobile Site
Mobile Features for Members

POS Portal
Web Portal for POS / Sales Staff

Key Value Points

Loyalty Prime

Our solutions provide highly competitive solutions to meet company requirements.

Functional

✓ end-to-end coverage of all processes and workflows

✓ applicable across industry segments

✓ complete online demo available for various industry sectors

✓ coalition programme capability

✓ suitable for complex program requirements

✓ intuitive rules engine for targeted multi-channel campaigning and couponing

✓ Integrated customer segmentation

✓ cross-country and multi-currency

✓ unlimited number of tier levels

Technology

✓ completely web-based

✓ available as real SaaS

✓ scalable for small to large programs

✓ easy & quick to integrate via web-services

✓ flexible and easy configuration by business users

✓ real-time and batch transaction processing

✓ easy import of transaction files without the need for complex interfaces

Costs

✓ low project and running costs

Judge for yourself in an online demo!
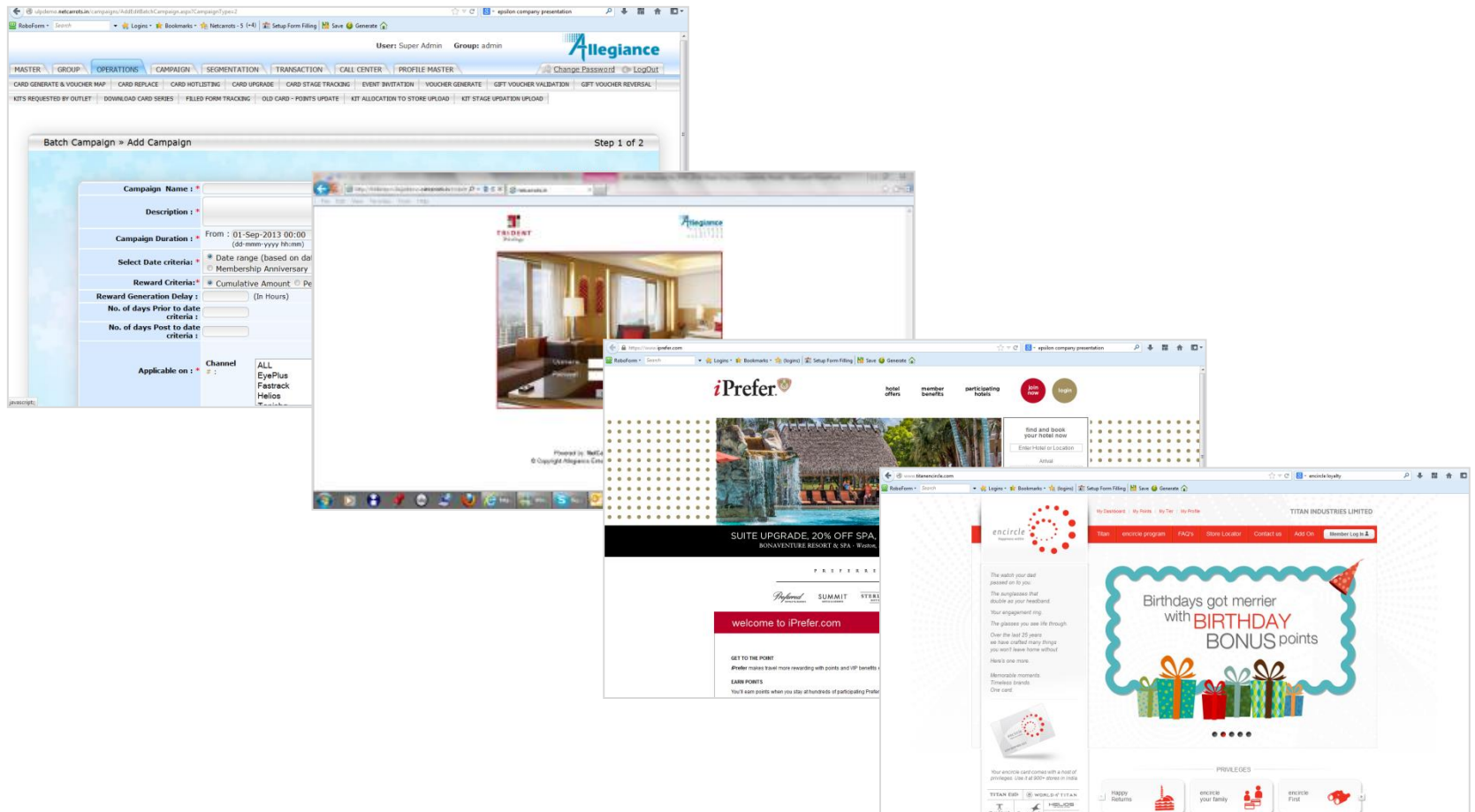
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