





# Loyalty Prime

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

# Company Fact Sheet

Loyalty Prime

Loyalty Prime is a specialised loyalty software and integration provider.

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

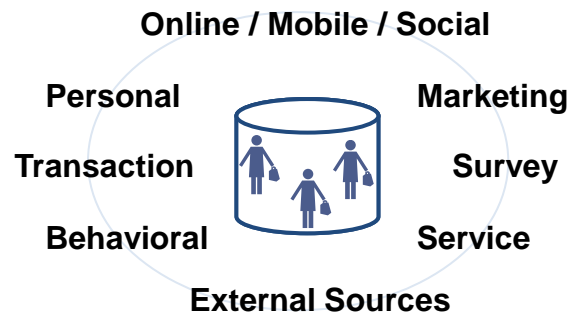
Based on our extensive international industry experience we offer consulting services in designing successful loyalty programmes.

# The Power of Loyalty Programmes

Loyalty Prime

Loyalty Programmes are the **ONLY** basis to collect full 360° customer data.  
Today businesses across sectors understand the value of data to optimize their business.

## 360° CUSTOMER DATA



## CUSTOMER INSIGHT

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

## BUSINESS OPTIMIZATION EXAMPLES

Product /  
Category Mgmt.

higher sales by  
optimized categories

Pricing

higher prices for less  
price sensitive segments

Promotions

higher transaction rates  
by personalised offers

Differentiation

higher value and better  
shopping- & brand  
experience for clients

Customer  
Service

recognition of valuable  
customers; cross- & up-  
selling; churn reduction

# Unique Loyalty IT Platform Variety

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Our platform portfolio covers all business applications and levels of complexity of loyalty programs.

## Consumer Loyalty (B2C)



Rewarding consumers for loyal behavior.

Understanding consumers and providing personalized offers through various channels.

*Client Examples: Retail, Hotels, Banks, Car Manufacturers, Tour Operators, eCommerce, etc.*

**Enterprise Loyalty Solution**

## Channel Incentive (B2B)

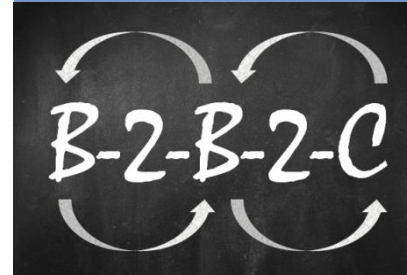


Increasing sales with a targeted incentive program for sales teams, channel partners and B2B clients.

*Client Examples: Insurances, Telco Operators, Construction Goods Manufacturers, etc.*

**Channel Incentive Solution**

## B2B2C



Driving B2B clients' and consumers' behavior simultaneously.

Creating value to B2B clients by offering them an easy to set up B2C loyalty program.

*Client Examples: Payment Service Providers, Wholesalers, FMCG Brands, Publishers*

**B2B2C Loyalty Solution**

## Mobile App



Reach program members (B2C / B2B / B2B2C) via our optional white label Mobile Loyalty App.

*Self-Service features, Mobile Couponing, Push Notifications, etc.*

**Mobile Loyalty App for B2C, B2B and B2B2C**

## Channel Incentive Solution – covering all loyalty processes and workflows

### Programme Administration

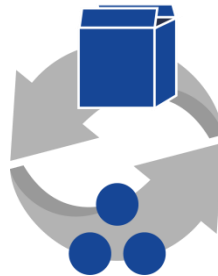
- ✓ Programme administration
- ✓ User group roles & rights mgmt.
- ✓ Tier level management

### Business Rules Engine

- ✓ Quick setup of program- & campaign rules

### Campaign Management

- ✓ Multi-channel campaigning (targeted, location based, social media, gamification)
- ✓ Mailing editor & trigger



## Channel Incentive Solution

... and more

### Customer Relationship Management

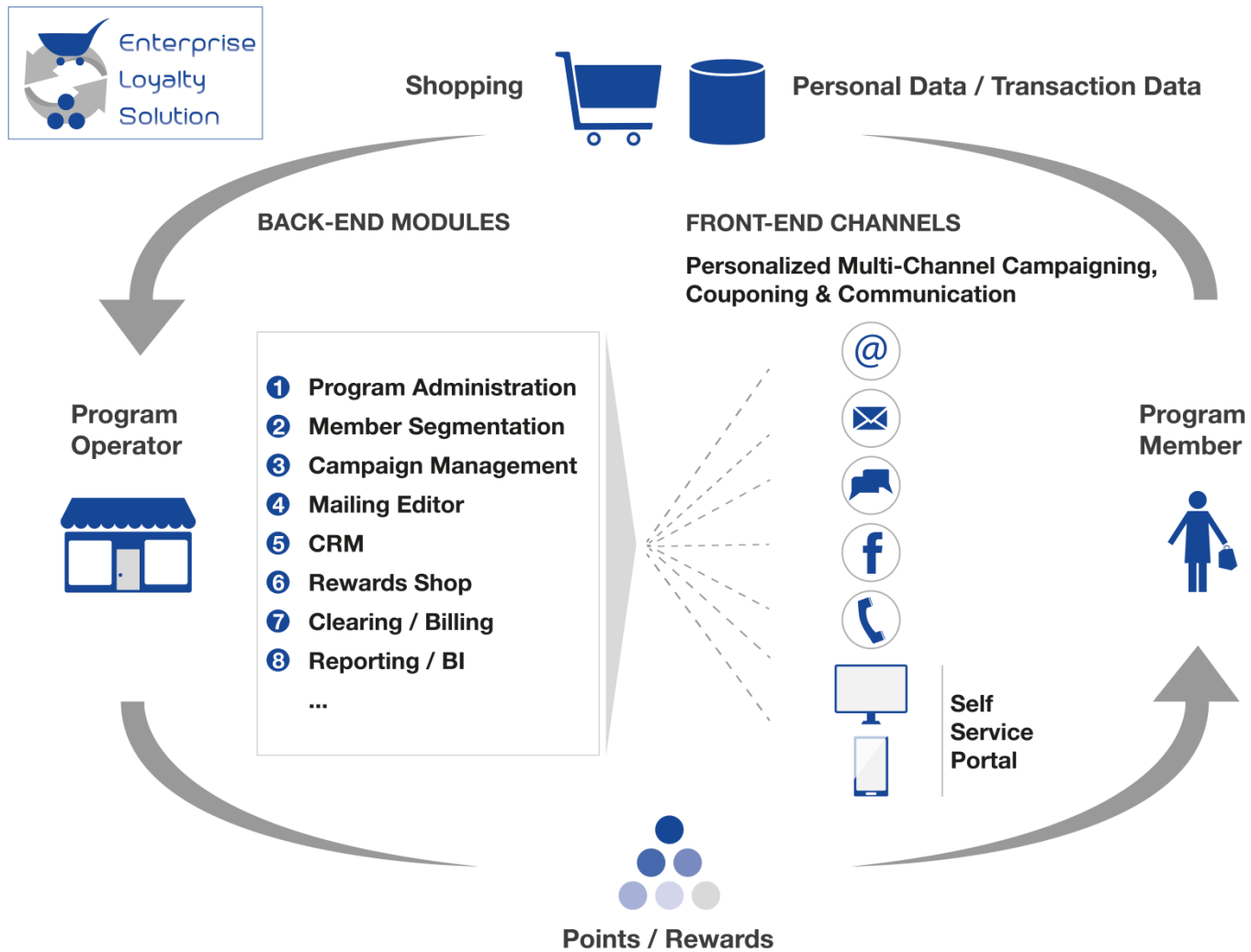
- ✓ CRM module
- ✓ Customer survey mgmt.

### Member Web Portal incl. Rewards Shop

- ✓ Complete content mgmt. based white-label member web portal
- ✓ Rewards shop
- ✓ Member revenue target vs. performance monitoring on member web portal
- ✓ Social community feature

### Business Intelligence & Reporting

- ✓ Programme performance reporting



# Selected References

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



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



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



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



Sony Ericsson



## Business Objectives

- Increase sales and loyalty of channel partners
- Reward channel partners in a systematic manner
- Establish direct relationship with dealers who were served via wholesalers
- Access data from wholesalers regarding their sales to dealers



## Solution Specifics

- Solution implemented: Channel Incentive Solution
- Channel Incentive Programme
- Detailed segmentation of wholesalers and dealers
- Rewarding top performers



## Business Impact

- **First systematic and effective approach for dealer incentivisation**
- **Sales target met despite unexpected downturn in the market**
- **Improved communication frequency and relationship with channel partners**



## Business Objectives

- Build a long term relationship with authorised dealers
- Retain dealers (especially large one's crucial to business)
- Increase sales performance
- Incentivize dealers' sales performance

## Solution Specifics

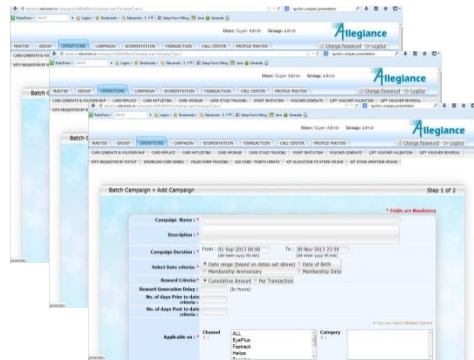
- Solution implemented: Channel Incentive Solution
- Member's enrollment and communication platform
- Member portal incl. online rewards catalogue
- Comprehensive MIS and reporting

## Business Impact

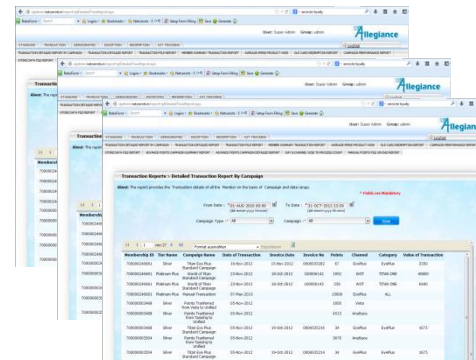
- **Increased loyalty**
- **Increased sales**
- **12% increase in member base**
- **66% increase in points issued**

# User-Friendly Web Interfaces for all Stakeholders

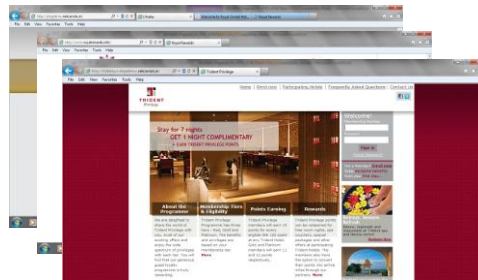
## Administration Center Program Administration



## Reporting Center Program- / Member Performance Reporting



## Member Web Portal Self-Service Portal for Members

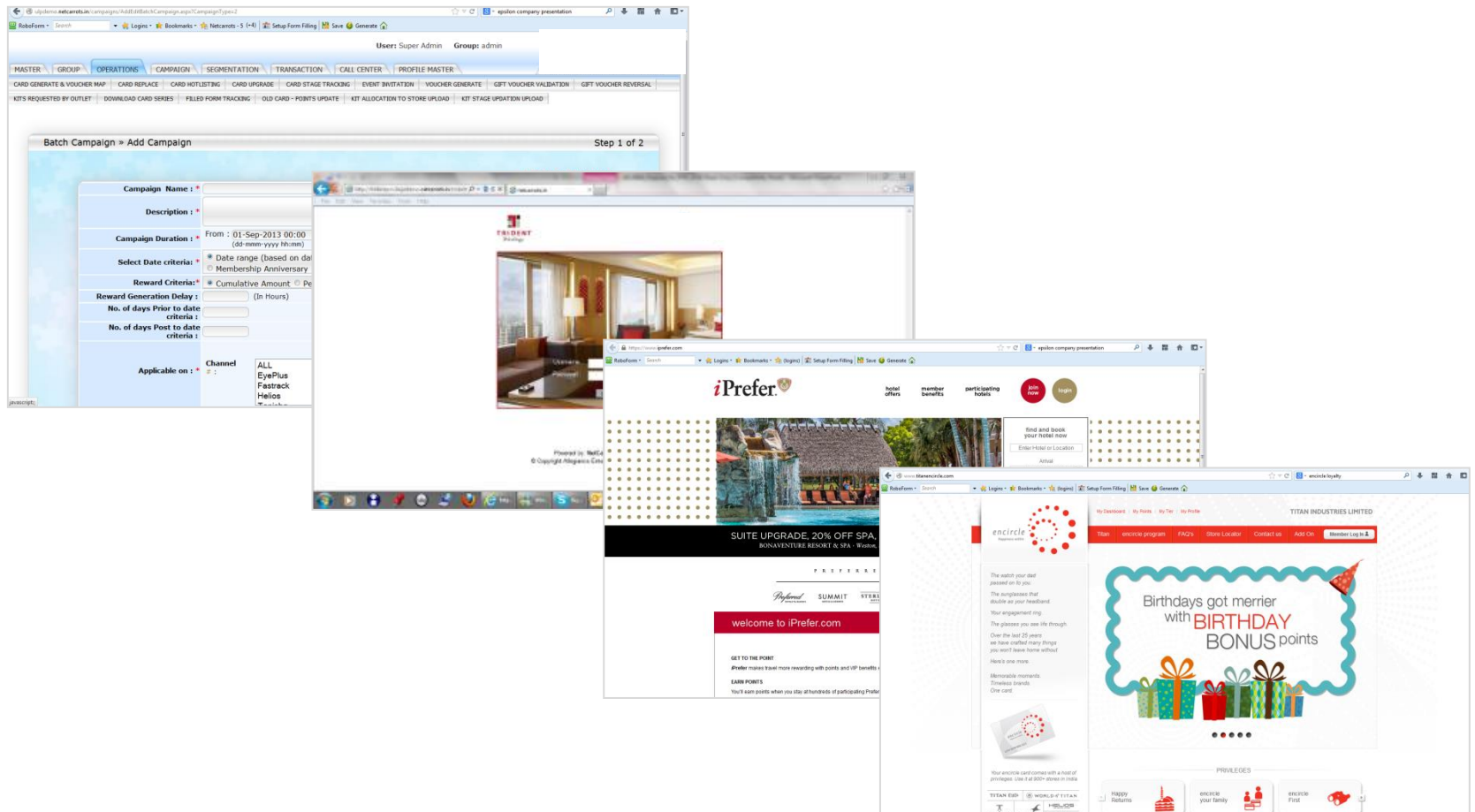


## Mobile App / Mobile Site Mobile Features for Members



# Judge for yourself in an online demo!

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# Contact

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