

Loyalty Prime





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

Mobile app

Company Fact Sheet

Loyalty Prime

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.
Selected 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.

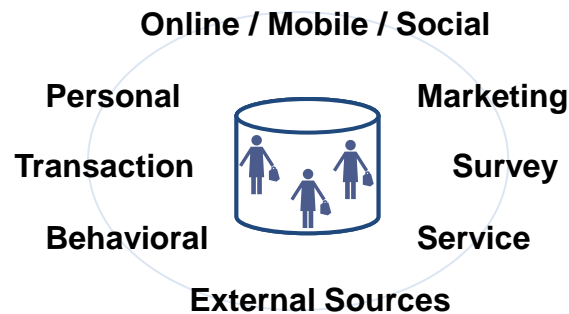
Based on our extensive international industry experience we offer consulting services in designing successful loyalty programmes.

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 OPTIMISATION EXAMPLES

Product /
Category Mgmt.

higher sales by
optimised 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

Loyalty Prime

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)

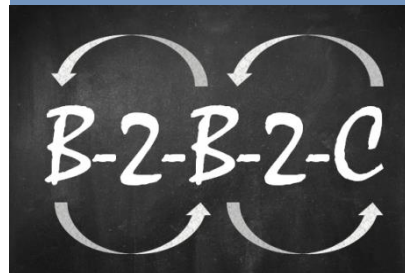


Increasing sales with a targeted incentive program for sales teams, channel partners and B2B clients.

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

Channel Incentive Solution

B2B2C



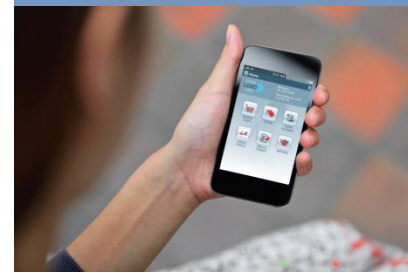
Driving B2B clients' and consumers' behavior simultaneously.

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.

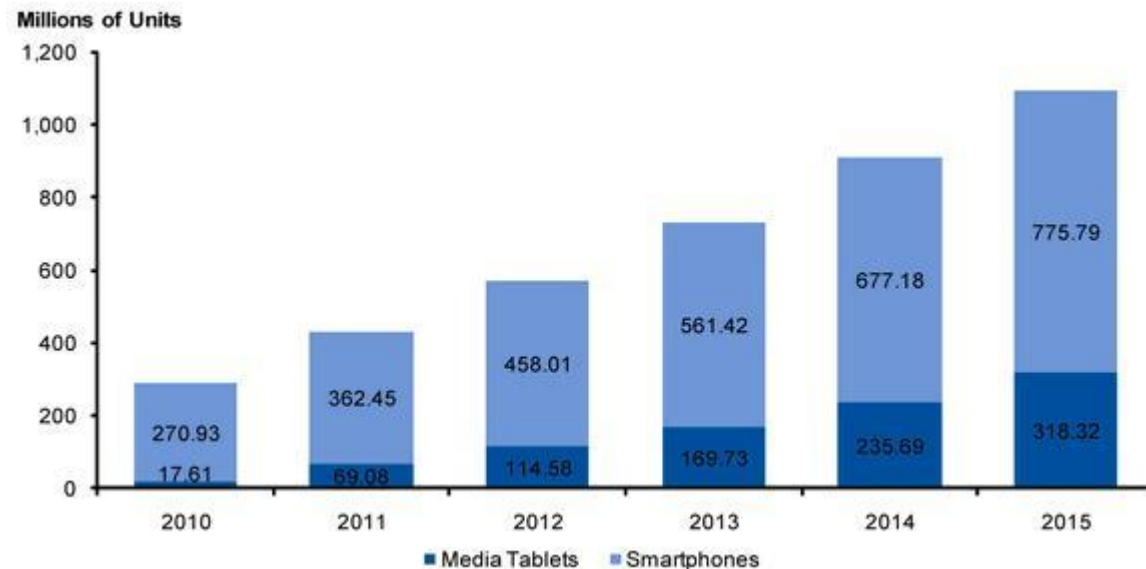
Self-Service features, Mobile Couponing, Push Notifications, etc.

Mobile Loyalty App for B2C, B2B and B2B2C

The need for mobile capability

Global sales of Smartphones and tablets have soared making them the media of choice for more and more users.

Gartner's Forecast anticipate that this trend will accelerate further in the next few years.

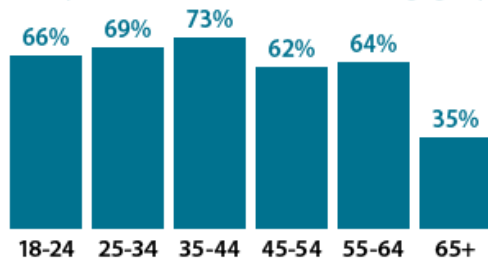


Mobility and tablet usage soars

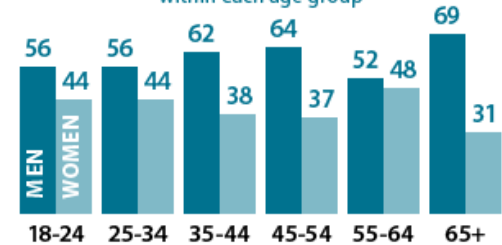
Consumer familiarity with and usage of the smartphone is increasingly spanning the age groups making cloud computing a key element in reaching the end customer.

Profile of smartphone news consumers in 2013

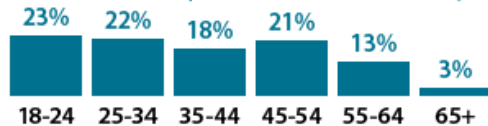
AGE GROUPS
Smartphone news consumers within each age group



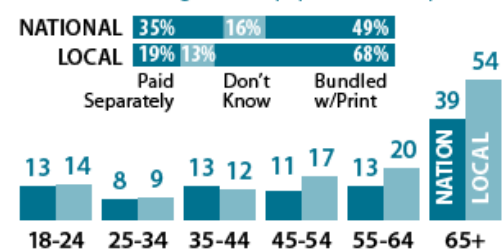
MEN vs. WOMAN
Percent of smartphone news consumers within each age group



AGE GROUPS
Percent of all smartphone news consumers surveyed



NATIONAL vs LOCAL NEWSPAPERS
Subscribers to digital newspapers for smartphones



PREFERENCE FOR NEWS

Preference	Percentage
MOBILE APP	32%
NO PREF.	16%
WEB BROWSER	52%

Based on a random sampling of 1,134 U.S. adults who provided their ages in Q1 2013. Total of percents may not equal 100% due to rounding.

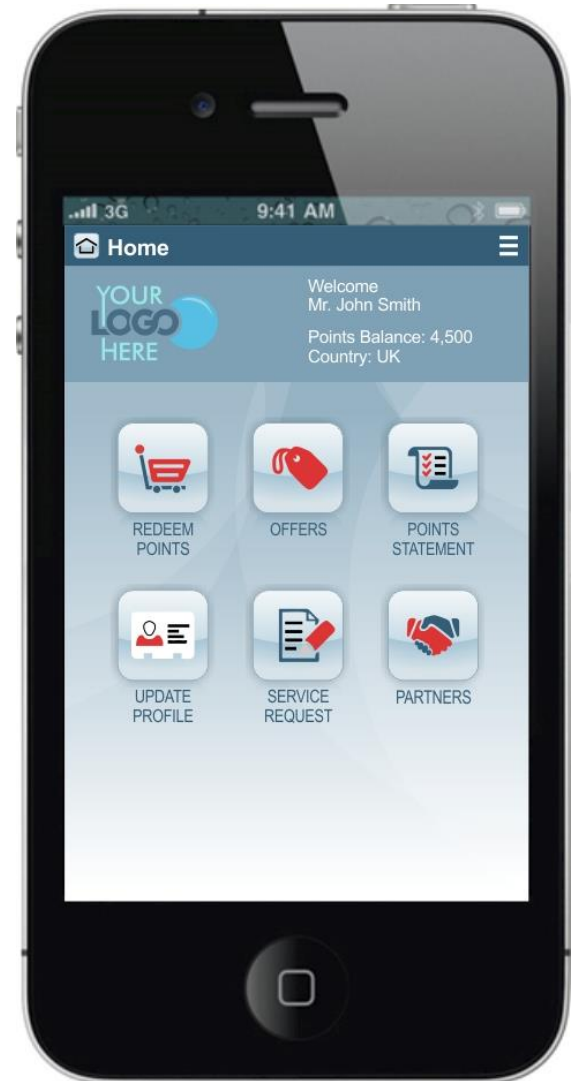
Donald W. Reynolds Journalism Institute

Added mobile capability

Loyalty Prime's app complements our platforms

It enables programme members (B2C / B2B / B2B2C) to be reached via our optional white label Loyalty Mobile App solution.

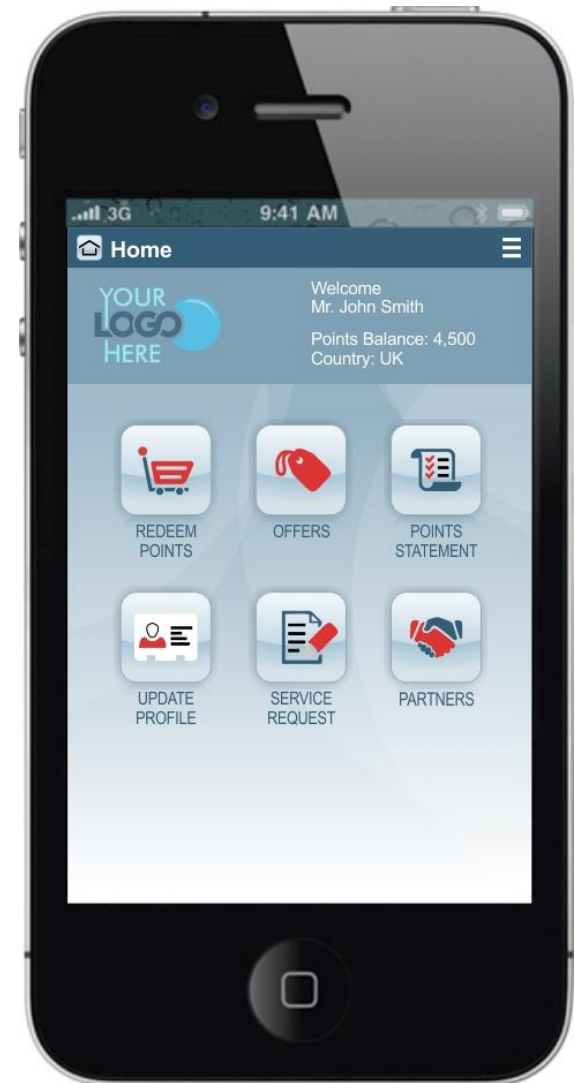
It will normally be designed in your branding or the branding of your B2B clients as per your requirement.



Key capabilities

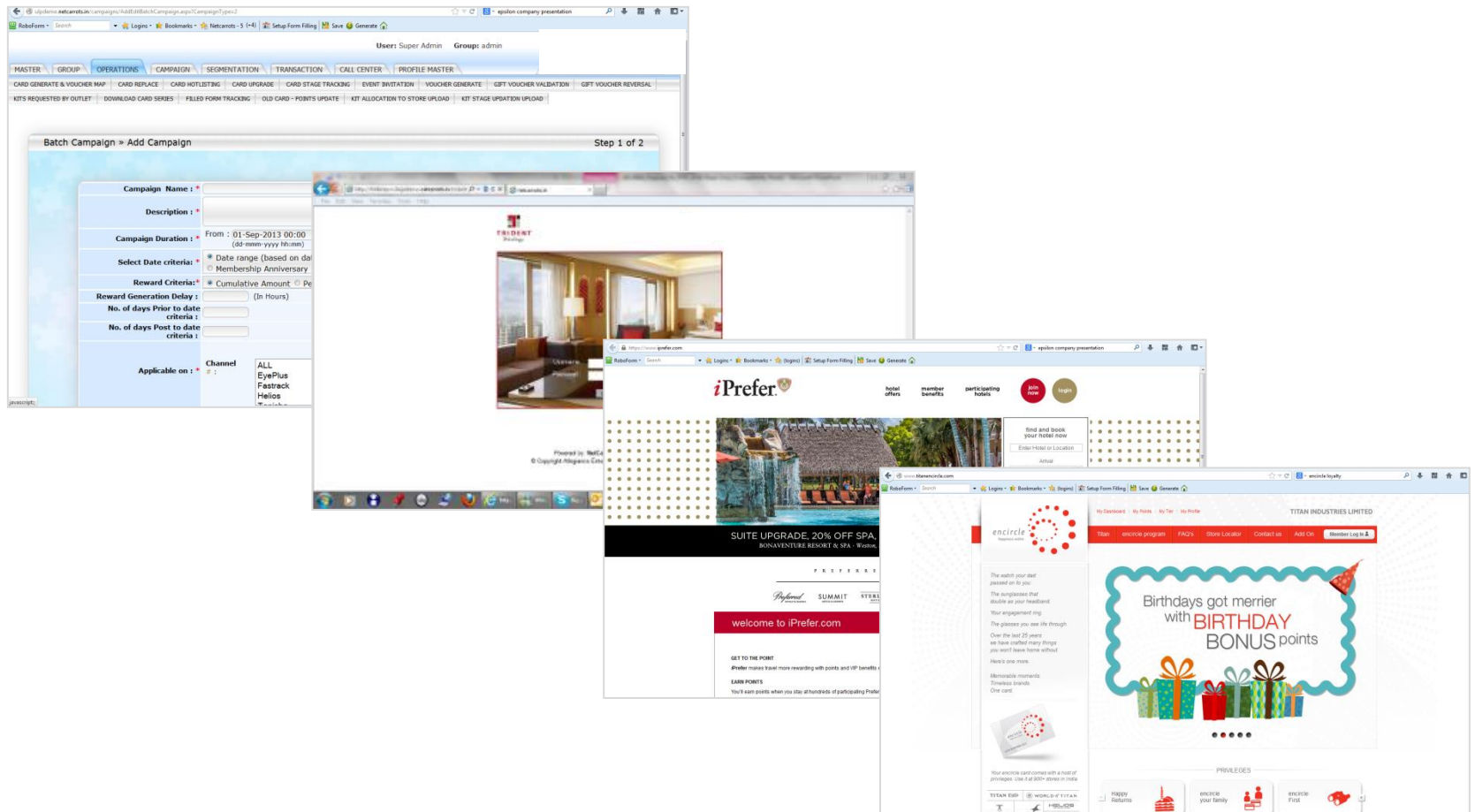
The Loyalty Mobile App is optimised for iOS and Android and comes with a rich set of communication, campaigning and self-service features:

- Enrolment
- Detailed Account Statement with Points Balance
- Offers and Push Notifications
- Rewards Shop with Order Status Tracking
- Digital Coupons
- Profile Management
- Claim Missing Points



Judge for yourself in an online demo!

Loyalty Prime



Contact

Sales agent for the UK and Scandinavia

Roger Trask
Managing Director
LOYAL PARTNERS LTD

The Hawthorns
Rhode Lane
Uplyme
Devon
DT7 3TX

T: 01297 792046
M: 07770 837 075
W: www.loyalpartners.co.uk