



LOYALTY CRM

The Integrated Customer
Relationship Management
Application



CUSTOMER LOYALTY

Loyalty CRM is a web application relationship between the customer and the company. The company offers exclusive products, promotions, or pricing; in return the customer agrees to “go steady” with the business through repeat purchases or brand engagement.



LOYALTY STRATEGY

Our Loyalty CRM can be integrated with POS, accounting system, Parking management system, Access Control to connect all the transactions in one place which is CRM loyalty Application



BACK-END & FRONT-END INTERACTION

In the Back-end where the administration in the company can define and manage the points, rewards, and the rules that suit the company. And for the customer that uses the Front-end to monitor his/her loyalty card points and rewards.



CUSTOMER SATISFACTION

Loyalty CRM is a customised application depending on each company's needs. Organizations that use loyalty program understand the importance of retaining existing customers and choose to implement a system directed specifically at building customer loyalty



MANAGEMENT

In the Management Part, the user can configure all the data to be inserted into the system, such as users, rewards , and card types.



Creating unlimited number of employees, this will not affect the performance of the application.



Generating the reward the company would like to offer. For example; in a resort; for 200 points collected we can offer one night stay during the week except weekends, in supermarkets, if you collect 1000 point you will get a 100\$ shopping voucher.



Generating the card type that are needed in the company field; such as Golden Card, Platinum Card, etc and each card has its own settings and number of calculated points to be collected with their expiry dates.



CUSTOMERS

Once the customer wants to be part of the loyalty program, the company will create him/her a loyalty card with the type depending on the company's requirements and rules.



Contains unlimited numbers of customers, with their information.



Once the customer decided to a part of the loyalty program, a card with a unique reference number issued for him.



The points will be added to the customer's credit, everytime he/she settle his/her payment, knowing that number of points will be calculated depending on the company's rules



The points will be deducted from the customer's credit once he/she gets any reward that the company offers, knowing that number of points will be calculated depending on the company's rules.



TRANSACTIONS

Under transactions you can monitor all the customers' transactions and how they are using their points and rewards.



The Administrator will be able to control the customers points and rewards with his/her debit and credit.



All point calculations will be viewd in details under this part.



This part will be integrated and connected to the accounting system that is running in the company.



REQUIREMENTS

As Loyalty CRM is a web application, it can be accessed anywhere and anytime. It only needs some requirements to be able to run it properly.



Device

Loyalty CRM is suitable for any device you wish to use; Desktop Computer, Laptop, Tablet, or even a Mobile Phone.



Internet Access

To be able to run the Loyalty CRM, you need an Internet Access. Google Chrome is highly recommended for the best performance.