

Customer Loyalty Platform



Acquire.  
Engage.  
Retain.

## Customer Loyalty Platform

In a world of ever-increasing business competition and intense fight for marketshare, it is obvious that organizations that will succeed will be those that get more customer-centric in their approach.

To stay competitive and increase profitability, organizations will necessarily have to tap the power of maximising business from existing customers. What is required for this are tools that can help them manage their customer data better, identify and reward their best customers and improve customer service levels.

Acquire customers. Engage with them consistently. Retain them effectively.

Boltzmann's Customer Loyalty Platform helps you achieve this and more. Whether you are single, stand-alone retail outlet or a chain of large stores, our customer loyalty solutions are the ideal way to simply and effectively automate your rewards programs. Easily scalable across the enterprise, and simple to use even for non-IT savvy user.

### Acquire

Build customer database

Segment customers

Multi -location consolidation of data

### Engage

Run campaigns

Target various customer segments

Solicit customer feedback

### Retain

Increase sale through retention

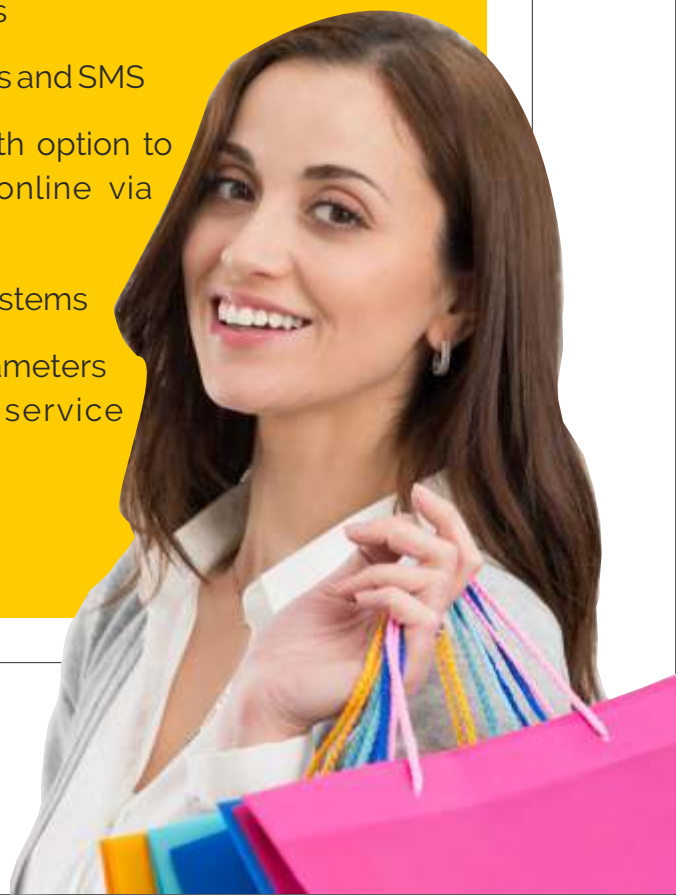
Generate new business through referrals

Cross- sell across different segments

## Key Benefits

Boltzmann CLP allows organizations to

- build and manage large customer databases
- automate Loyalty / Rewards Program using built - in Points-Engine
- segment customers – creation of various Membership types
- generate mailing lists based on various demographic criteria – age, location, category, preferences etc.
- manage memberships – renewals, membership card loss and upgrades
- create & run campaigns
- configure and run agent loyalty programs
- manage alerts and notifications via emails and SMS
- offer a self-service Customer Portal with option to redeem Loyalty / Rewards Points online via an e-catalogue
- integrate with third-party PoS and ERP systems
- generate reports based on various parameters  
manage a ticket-based customer service module



## Modules

### Customer Info

- Registration
- Search
- Alerts / Reminders
- Bulk email

### Promotions/ Campaigns

- Create Campaign
- View Campaign
- Create & Send  
Promo Codes

### Reports

- Customer Enrolment
- Top Customer
- Customer Latency  
Demographics  
(Total of about  
30 reports)

### Membership Management

- Card renewal
- Card Loss
- Card upgrade

### Booker/Agent

- Create Booker/agent
- Search Booker/agent
- Set agent commission
- Set agent category
- Track agent payments

### Settings

- Masters
- User management
- Access rights
- Password  
Management
- Scheme set-up
- Loyalty Points
- Bonus Points
- Referral Points
- Email / SMS Config.  
& Notifications
- Transaction Alerts
- Credit / Debit points

### Transactions

- New Transaction  
(Spend and  
Redemption of  
loyalty points)
- Cancel Transaction
- Special Bonus Points
- Redeem via E-Gift Vouchers (EGVs)

### Customer Service

- Log calls
- Search calls by  
ticket no.
- Track pending calls
- Assign calls
- View closed calls

### Customer Portal\*

- Customer log-in
- View / Edit Profile
- Password Management
- View Transactions
- Redeem from  
e-catalogue
- Feedback



## Points Engine

Loyalty/Reward Points are configured for a Customer Loyalty Program based on a membership or card type. A Loyalty Program set up for an organization can have multiple membership or card types. For e.g. "Silver", "Gold" etc., and business rules can be configured for each.







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