boltzmann
loyalty

Customer Loyalty Platform




# Acquire.
# Engage.
# Retain.

boltzmann loyalty

# 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.

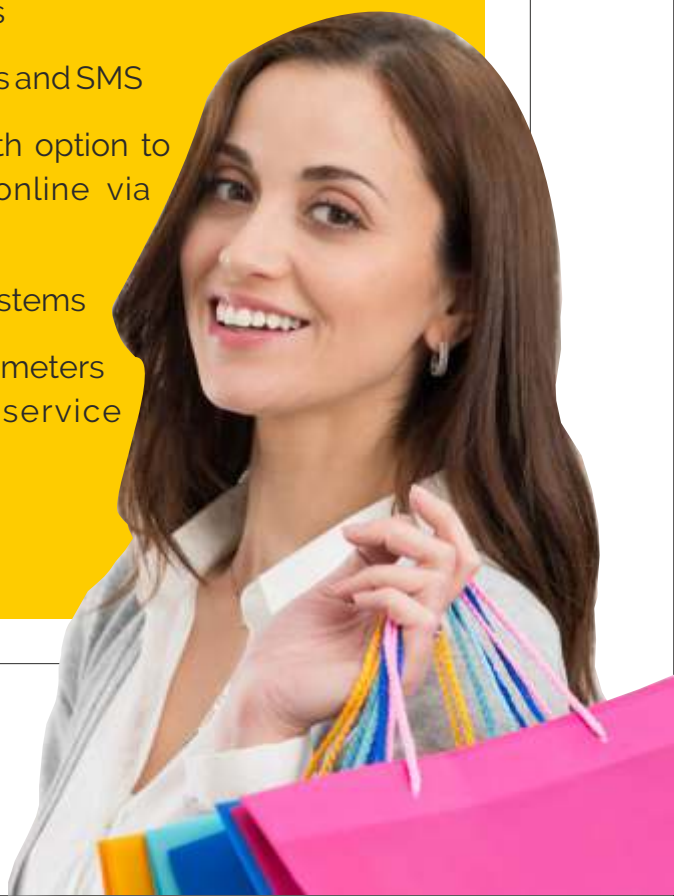
| **Acquire** |
| --- |
| Build customer database |
| Segment customers |
| Multi -location consolidation of data |
| **Engage** |
| Run campaigns |
| Target various customer segments |
| Solicit customer feedback |
| **Retain** |
| Increase sale through retention |
| Generate new business through referrrals |
| Cross- sell across different segments |

boltzmann loyalty

## 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



boltzmann loyalty

# Modules

## Customer Info

- Registration
- Search
- Alerts / Reminders
- Bulk email

## Booker/Agent

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

## Customer Service

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

## 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

## 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

## Customer Portal*

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




## Transactions

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

boltzmann loyalty

# 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.



**Base Points**

Base points set in % of a customer's spend value on each transaction.

**Special Offer Points**

Special offer points (%) are promotional offers to be used during specific time periods. This can be used to override the standard base points % that are given.

**Bonus Points**

Bonus points are optional incentive programs that allow organizations to reward customers over and above the base points earned by them.

**Referral points**

Referral points are awarded to customers/members when they introduce another customer to enrol into the Loyalty Program.

**Frequency Bonus Points**

Frequency bonus points are awarded based on the frequency of visits and spends made by the customer. Points are always specified as %.

**Event-Based Bonus Points**

Event based bonus points refers to the additional points awarded to the customer if he/she makes a transaction on his/her birthday or wedding anniversary.

boltzmann
loyalty




www.boltzmann.in

Contact:

Email: info@boltzmann.in
Tel: +91 44 4817 8345

Seretos Consulting Pvt. Ltd.
No-2, Old No: H-11/5, Ground floor,
Arundale Beach Road, Kalakshetra Colony,
Besant Nagar, Chennai-600090. India.