

# Dynamics LoyaltyPlus

Membership and Loyalty Management System



Managing Customer Experience  
Influencing Customer Decisions



# Dynamics LoyaltyPlus

## Enrich Your Customer Engagement



### Solution Highlights

Dynamics LoyaltyPlus provides a wealth of capabilities and features to execute successful loyalty programs.

- Membership Management
- Loyalty Management
- Marketing Management
- Sales Management
- Service Management
- Self Service Portal
- Loyalty and Membership Analytics

### A Paradigm Shift

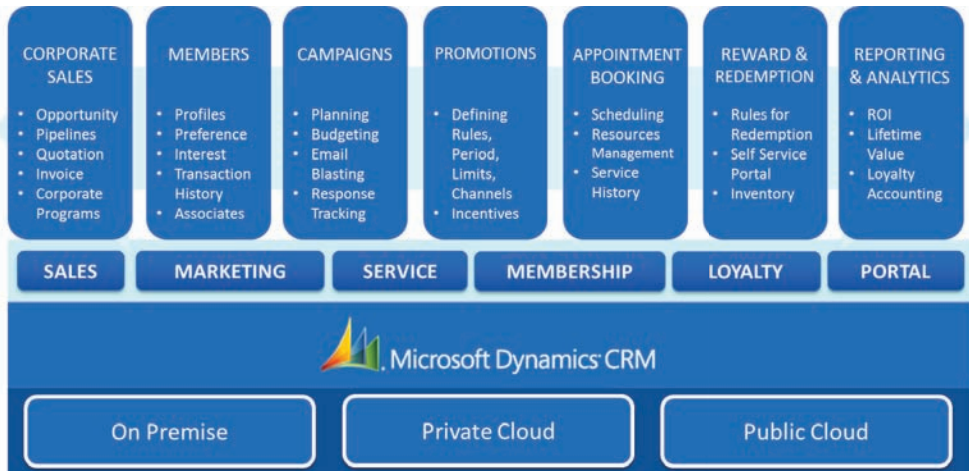
Decades ago, companies used to enjoy constant stream of revenue from regular customers. Companies had greater control over market development and pricing. It was then a producer-define market.

With the advancement of technologies, popularization of internet and the rise of social networking, companies are facing greater challenges in retaining customers, maintaining profit margin and winning over competitions. It is now a customer-define market.

### Dynamics LoyaltyPlus a Tool for Successful Loyalty Programs

Dynamics LoyaltyPlus is built on the Microsoft Dynamics CRM platform to provide powerful membership and loyalty management. The integrated membership and loyalty system gives you one stop access to virtually all information pertaining to members in an organized manner.

Dynamics LoyaltyPlus gives customers a sense of belonging and encourages them to repurchase or renew your products and services. Apart from managing membership and loyalty programs, Dynamics LoyaltyPlus also offers useful functionalities to capture customer's preferences, spending habits, transactions, and relationship with others which provides a 360 degree view of your customers so that you are able to determine their lifetime value.



Block diagram of Dynamics LoyaltyPlus

# Dynamics LoyaltyPlus at a Glance

- 1 Membership Management**  
Multi-tiered membership scheme. Users are given the flexibility to manage members by membership types or profiles.
- 2 Campaign Management**  
Provide features that manage your marketing campaigns from planning and budgeting to execution and analytics.
- 3 Promotion Management**  
Define, set up and maintain the condition, limit and validity period of your promotions and promotion items.
- 4 Loyalty Management**  
Loyalty points or rebates. Set criteria, conditions and the validity period for rewards and redemptions.
- 5 Self Service Portal**  
Allow members to update profiles, check transaction history and redeem rewards
- 6 Service Management**  
Manage feedback from customers and schedule appointments and resources
- 7 Social Networking**  
Integrate with popular social networking sites to get real time update and news feed.
- 8 Membership and Loyalty Analysis**  
Provide you with an eagle's eye view on your Member and Loyalty programs.
- 9 Loyalty Accounting**  
Consolidate and calculate unredeemed points or unutilized rebates

Dynamics LoyaltyPlus enables business users to manage every aspect of running a loyalty program.

## Key Features:

- Complete, multi-channel loyalty management solution
- Comprehensive member view
- Flexible tier assessment models and membership schemes
- Flexible promotions management
- Flexible redemption rules and management
- Accurate accrual rewards
- Configurable member portal
- Appointment and resource booking
- Integration with Social Media and Point-of-Sales

# Benefits of Dynamics LoyaltyPlus

Dynamics LoyaltyPlus helps develop and retain customers with greater precision, resulting in enhanced customer loyalty and improved profitability.

- Complete customer-view through comprehensive customer profile management
- Improve effectiveness of marketing campaigns through targeted and personalized campaigns and customer segmentation
- Strengthen customer commitment to your brand
- Increase customer retention by rewarding customers
- Improve customer service and customer satisfaction through feedback system
- Improve customer insight and loyalty program performance measurement
- Accurate reporting on accrual and redemption loyalty points
- Gain insights into your customer's lifetime value
- Reduce operating costs by automating loyalty management business processes

Dynamics LoyaltyPlus successfully runs on Windows Phone, iOS, Android and self-service kiosk platforms.



\* Product images are for illustration purposes only.

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