

Loyalty Management Framework for the Retail Sector



Customers today are no longer mere participants in the sales figures of a retailer. They have become co-participants in deciding even the price points being offered. With retailers all over the world recognizing the need to reward customers for their loyalty and retain existing customers while increasing their profitability, running systematic loyalty programs targeting various customer groups has become the norm. But without a tool to run this program, it becomes difficult to track the effectiveness

and costs involved, and compute the return on investment for each loyalty drive carried out by an organization.

The Infosys loyalty management framework is based on Microsoft Dynamics CRM, which offers many niche features for loyalty management in the retail space. This loyalty management framework enables a retail organization to better understand its customers, chart out relevant plans for their different groups of customers, target them effectively, and get insights on the performance of the

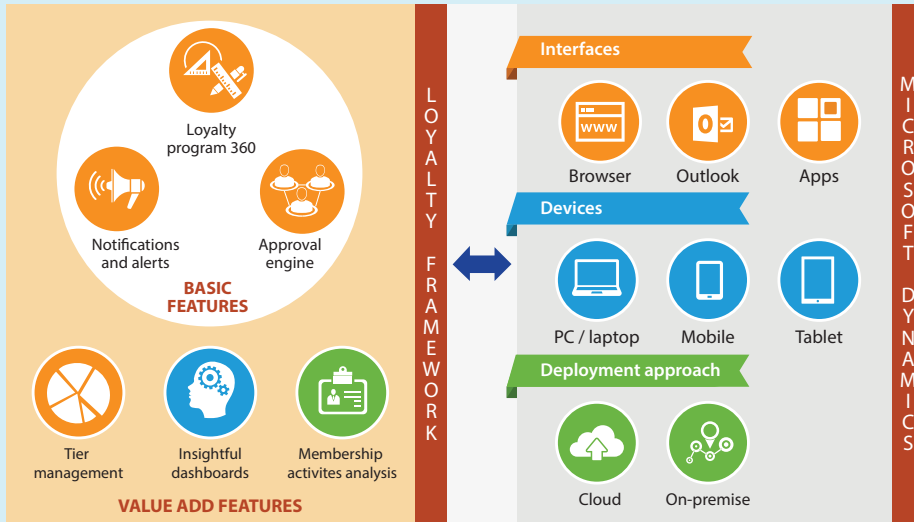
organization's loyalty programs. This helps the organization to continuously improve its programs, thereby reducing customer churn and increasing ROI.

Infosys, with its loyalty management framework based on Microsoft Dynamics CRM, is an accelerator to carry out successful loyalty programs while ensuring maximum return on investments, given the flexible pricing of the package and its ubiquitous presence across organization software.

Loyalty management framework

This framework provides many features, including:

- **Tier management:** To identify accurate customer groups, focus on the relevant tiers, and increase the profitability of existing customers
- **Approval engine:** To auto-assign approvers based on a criteria defined by the organization and ensure approval of the planned loyalty programs
- **Notifications and alerts:** To send automated alerts and notifications throughout the execution phase of the program
- **Membership activities:** To capture a quick view of the customer's response patterns
- **Dashboards and analysis:** To provide a unified view of all activities and sub-programs, performance of the programs, top customers, revenue generators, etc.



Loyalty program 360

This provides a snapshot view of all the loyalty program's information, such as setup and capture of all the sub-modules like offers, promotions, campaigns, budget details, associated tiers, transaction capture, rewards, referrals, etc.

Notifications and activities

This feature enables a preconfigured set of automated reminders, alerts, and due date notifications. The framework also enables flexibility to set up additional notifications as needed, subsequently.

Dashboards

This functionality enables detailed graphical views in the form of loyalty program 360 charts, performance analysis charts, notification dashboards to the executives who run the program, etc.

Membership activities

This provides the feature to track membership activities and gives the user easy access to regular responses which provide insights on the loyalty program's performance.

Tier engine

The tier engine feature helps to segregate and classify customers based on parameters, such as income, transaction values / purchasing power, etc. This helps in accurate and focused targeting, and provides specific groups with the best-suited loyalty program.

Approval engine

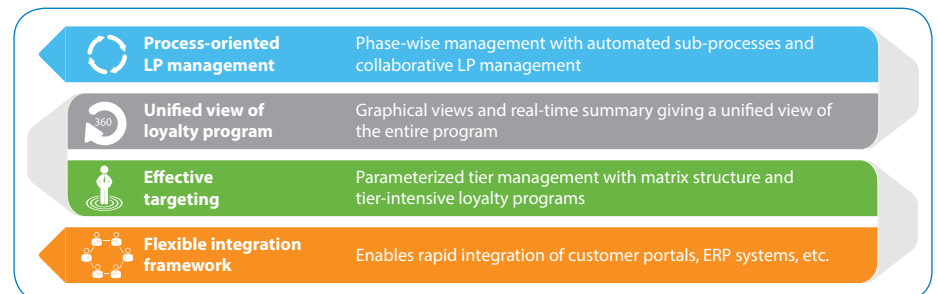
The approval engine enables the setup of a matrix of approvers for specific types of

loyalty programs based on the program's key parameters. When a loyalty program is sent for approval, the approval engine routes the program automatically to the approver based on the selection of a key parameter in the program's execution. This ensures faster approval and removes manual processes as well as the possibility of unauthorized approval. This also helps in verification of the planned program prior to the actual execution.

Key benefits

- **Process-oriented LP management:** Improves the loyalty program management process by simplifying tasks with automation and enabling structured business process flows
- **Unified view of the loyalty program:** The LMS application gives the loyalty manager(s) a unified view of all activities and sub-programs along with customers associated with the program
- **Effective targeting:** Accurate focus on the right and relevant customer groups and enables customer retention with loyalty programs

For more information, contact askus@infosys.com



- **Flexible integration framework:** Gives the flexibility to integrate with existing systems in the client's IT landscape and to pull data from several external sources

for information on points, revenue, transaction details, etc.



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