





In the complex world of customer engagement, true loyalty is seen when customers associate a brand with pleasant and rewarding buying experiences and the motivation to return comes not just from price alone. That is why **LOYALTICS** is equipped with the essentials for you to take the next step towards cultivating your customers into brand advocates. It contains all the tools required to engage them, keep them satisfied and also reward them so as to create a more personalized shopping experience for each customer.

As the market landscape grows more competitive, it is becoming vital for a company to establish its lead by building a more loyal customer base as well as rewarding its best customers. **LOYALTICS** is an easy-to-use, powerful and comprehensive tool to help businesses manage an effective loyalty program. Equipped with membership management, points calculation and rewards redemption, the solution will bring you closer to establishing a long-term, relationship with your customers.

### **Benefits**

- · Enhance your competitive edge
- Better understanding of your customers
- Streamline membership management and tracking
- Reach your customers with precision marketing
- Engage and reward your customers
- Increase customer retention/ acquisition
- Maximise returns to your business
- \* Ease of integration into your current system





#### **Grow Business**

Grow your business by increasing sales, improving operational efficiency and enhancing customer retention.

## Capture Customers

Convert customer walk-ins into members at point of sale.
Capture and update customer particulars to keep them informed of upcoming promotion.



#### **Track Customers**

Capture customer transactions and learn their purchase behaviours to begin to engage them.



## **Engage Customers**

Leverage on customer information to gain insights to their profile. Reach out to them with customised campaigns via emails or SMS.

## **Understand Customers**

Understand how your customers respond to your promotions to do targeted marketing. .

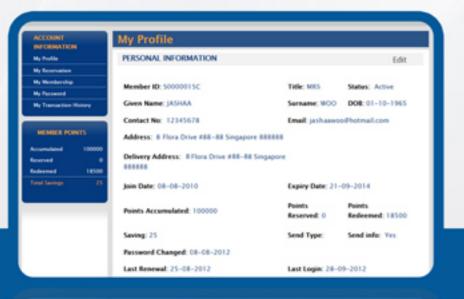


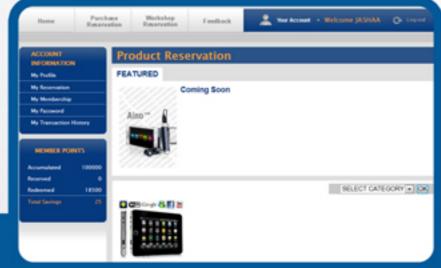
#### **Reward Customers**

Reward your best customers to retain your most valuable advocates, to build a loyal customer base.



## • • • Key Features





## 

## Customers

- · Manage account
- Check points/ rewards
- Redeem rewards
- Renew membership
- Track transaction/ savings
- · Booking of products/ services

## Administration

- Membership Card Management
- Membership Profile Management
- Privileges Management
- Survey Management
- Rewards and Promotions Management
- · Targeted and Precision Marketing

## Comprehensive Reports

- Card Analysis Report
- Membership Analysis Report
- Rewards Analysis Report
- Sales Performance Reporting
- Outlet Performance Reporting

# We are committed to grow together with your business in productivity and customer engagement with our complete suite of solutions



Bizpoint International Pte Ltd is an established provider of collaborative business solutions for a wide range of organizations, including manufacturing, retail, logistics, electronics, chemical and distribution. The company has acquired a reputation for solving critical business problems in many large enterprises and institutions to improve efficiency and performance. Whatever your goals may be, Bizpoint can help implement the enterprise solution that will best meet your needs. We do this by providing: "Solutions with Insight" And we're prepared to help you get there.



For more information on LOYALTICS, Contact us: Bizpoint International Pte Ltd

Address: 55 Ubi Avenue 3 #03-01 Singapore 408864

Website: www.bizpoint-intl.com | Email: graceang@bizpoint-intl.com