

the SurfGold Loyalty Engine

KEY FEATURES OF OUR LOYALTY ENGINE

Our Loyalty Engine integrates five powerful modules that help businesses build, manage and optimize their loyalty programs.

CUSTOMER PROFILING



- Capture basic contact information, preferences and feedback
- Track customer purchase behavior and identify new market trends
- Use database to generate customized communication

PROGRAM ADMINISTRATION



- Rewards management
- Control points allocation and expiry
- Administer bonus offers
- Maintain member profiles
- Provide member statements

CAMPAIGN MANAGEMENT



- Identify customer segments
- Deploy customer offers
- Send personalized communication to members
- Undertake and manage surveys

CUSTOMER PORTAL



- A member's only website with personalized access
- Online rewards catalog enabling 24x7 redemption
- Members can view account information and edit profiles
- Information on new offers, benefits and program information

REPORTS MANAGER



- Generates standard reports for programs-performance, membership, rewards, activity, etc
- Analytical reports linked to program objectives

DIGITAL VOUCHER ENGINE



- Web-based module to manage electronic vouchers
- Vouchers can be associated to specific products or services
- Allows creative ways of earning points and tracking customers to specific purchases

OUR CLIENTS



STRENGTHS OF OUR TECHNOLOGY FRAMEWORK

- Highly proven and robust platform with a track record of 99.9% uptime
- Manageability of campaigns for 500 to 5 million or more members with the flexibility to run multiple rewards programs simultaneously
- Modular engine simplifies integration of additional modules for running sweepstakes, auctions, etc
- Compatible with your existing intranet-based MIS/ERP systems

KEY BENEFITS FOR PROGRAM MANAGERS

- **Quick Deployment:** Integrated business logic and management tools simplify the process of implementing your loyalty program
- **Customer Insight:** Instant access to customer profiles, interaction history and other details. Data analytics capabilities provide strategic insights into customer behavior
- **Performance Tracking:** Comprehensive reporting systems allow measurement of program performance, financial management and ROI

SurfGold is Asia's premier relationship management consultancy. We develop, market and implement incentive-based strategies and technologies to build loyalty and reward long-term relationships.

Visit us at www.surfgold.com or write to us at info@surfgold.com

WHAT IS THE 'LOYALTY ENGINE'?



The Loyalty Engine is a technology framework that provides organizations with the business logic and infrastructure essential for implementing and managing a successful loyalty marketing program.

It allows marketing managers greater control over loyalty programs with tools that help plan, implement, evaluate and improve effectiveness of their campaigns.

SIMPLIFYING LOYALTY FOR BUSINESSES

The Loyalty Engine provides managers with greater control over the loyalty ecosystem by...

- 1 Minimizing time to design and launch loyalty programs
- 2 Providing the necessary business logic for campaign planning
- 3 Simplifying management with automation of loyalty marketing processes (online and offline)
- 4 Providing multiple interfaces for customer communication (Voice, Web, SMS)
- 5 Allowing detailed measurement of metrics related to program performance

HOW WE ENGAGE WITH CLIENTS

- 1 **PROVIDE** the technology framework
- 2 **CUSTOMIZE** your loyalty program
- 3 **DEPLOY** the system for your organization
- 4 **TRAIN** your team and partners in its use
- 5 **SUPPORT** your technology team

FLEXIBLE OWNERSHIP



- 1 You can choose either of two models **ASP Solution:** Deployed on our servers, managed and maintained by SurfGold.

Quick implementation, low initial expense, annual fee.

- 2 **Software Licensing:** Deployed on your servers and maintained by your team. SurfGold provides training, technical support, license upgrades, etc. Lower cost of ownership, complete control.

SurfGold
Building Loyalty in Relationships