



PARTNERING

for

Profit

Simplify management of
loyalty programs with the
SurfGold Loyalty Engine

SurfGold
Building Loyalty in Relationships

Today, channels are crucial to business because the channels have a large market reach, they possess the required skills and know the end- users better than organizations themselves. Channel management becomes a tough task requiring rewarding partners and building loyal relationships.

Managing, motivating and empowering channel partners with differing priorities could be cumbersome. The marketplace is inundated with numerous channel loyalty programs that claim to augment communication with channel partners (the distributors, assemblers, retailers and the like). However, the challenges for today's organizations are to make sure that the solution they opt for provides complete visibility into the channel partner behavior, reduces their time to market and most importantly align the organization's business goals with those of their channels.

The organizations, therefore, need an integrated solution that allows them to

1. Manage, administer and track partner behavior
2. Keep existing partners engaged and motivated
3. Reach out to passive partners and build and sustain their interest and involvement
4. Build loyal partner communities
5. Communicate 1-to-1 at all touch points
6. Analyze trends and provide inputs for channel managers



ENGAGE IN MEANINGFUL CHANNEL RELATIONSHIPS WITH THE SURFGOLD LOYALTY ENGINE

The SurfGold Loyalty Engine is an innovative technology framework that provides organizations with the technology essential for implementing and managing successful channel loyalty programs. The Loyalty Engine allows channel managers greater control over loyalty programs with tools that help plan, implement, evaluate and improve effectiveness of their partner management campaigns.

THE SURFGOLD LOYALTY ENGINE ENABLES:

- Automated administration of loyalty programs and management of different schemes
- Detailed measurement of metrics to calculate program performance
- An integrated solution to reach partners through diverse communication channels (POS, SMS, Internet, and IVR)
- Centralized method to manage and redeem points

KEY FEATURES of our Loyalty Engine

PROGRAM MANAGEMENT Manage the details of your channel loyalty program using this module. You can add or modify existing programs, create short-term program accelerators and point-earning activities to give momentum to your loyalty program. In addition, define program validation rules, points earn/burn criteria, manage eligible products and capture all transactions to know your best customers. Also, send personalized and customized communication to all the members.

REWARDS MANAGEMENT You can manage the entire redemption process to add/edit reward vendors, reward items, set new reward categories, maintain reward inventories, manage limited stock redemption promotions. Also, identify and reward channel partners by behavior and tier status.

MEMBER MANAGEMENT Capture partner's psychographic and demographic profiles and preferences across multiple touch points with seamless integration of offline and online touch points. Now, you can easily track partner behavior to determine new market trends.

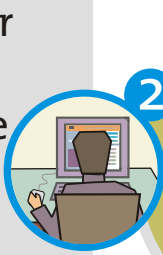
ADMINISTRATION MANAGEMENT Simple and easy to use administration facilitates creation of any number of users with different access restrictions and provides complete security. It is also possible to add new modules, and sort existing modules based on the specifics of a program in no time at all.

REPORTS MANAGER Select from a set of standard reports or customize your own to track, measure and evaluate the success of your programs. The reports cover diverse and critical areas such as partner profiles, participation rate, program performance, redemption reports, rewards inventory amongst others.

CUSTOMER PORTAL A member's only website with personalized access. Channel partners can view account information, edit personal profiles and redeem online 24 x 7. Information on new offers, special programs and other short-term customized promotional activities is also available.



The SURFGOLD loyalty engine manages the minutest detail of your loyalty campaign and looks after every phase of your marketing program life-cycle.



2 Set up your program
1. Define program details
2. Identify duration and reward points

3 Manage the operational aspects
1. Take care of points and rewards management
2. Facilitate the logistics of redemption



4 Facilitate Customer Support
1. Provide fully outsourced customer support
2. Handle technical queries and offer information



Integrated Approach of the SurfGold Loyalty Engine



1 Integrate with your marketing activities
1. Link the program to your other marketing activities
2. Have events and promotions centre around the loyalty program



5 Handle the creative and production
1. Design and develop Websites
2. Develop direct marketing communication
3. Send program Welcome Kits
4. Manage the entire offset production work

Our Flexible Engagement Models

The SurfGold Loyalty Engine is available as either of two ownership models

1) **ASP SOLUTION:** The Loyalty Engine is deployed on our servers, and also managed and maintained by us.

2) **SOFTWARE LICENSING:** The Loyalty Engine is deployed on your servers and maintained by your team. SurfGold provides training, technical support, license upgrades, etc

How SurfGold enables your partner relationship management

- STEP 1 Understand your needs
- STEP 2 Customize your loyalty program
- STEP 3 Define the technology framework
- STEP 4 Deploy the system for your organization
- STEP 5 Train and Support the partners

Loyal Users of our Loyalty Engine



Founded in 1999, SurfGold operates from seven countries in the Asia-Pacific region and provides a single window and footprint across Asia for multinational companies. Our outstanding management team has over 60 years of combined experience in loyalty solutions, e-commerce infrastructure and online business development. With proven best practices and expertise in different sectors, we are in a position to cater to all your customer loyalty, partner relationship management and data analytics requirements.



Visit us at www.surfgold.com
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