



Dynamics LoyaltyPlus

Enrich Engagement with Members

A Powerful Platform for Membership and Loyalty Program

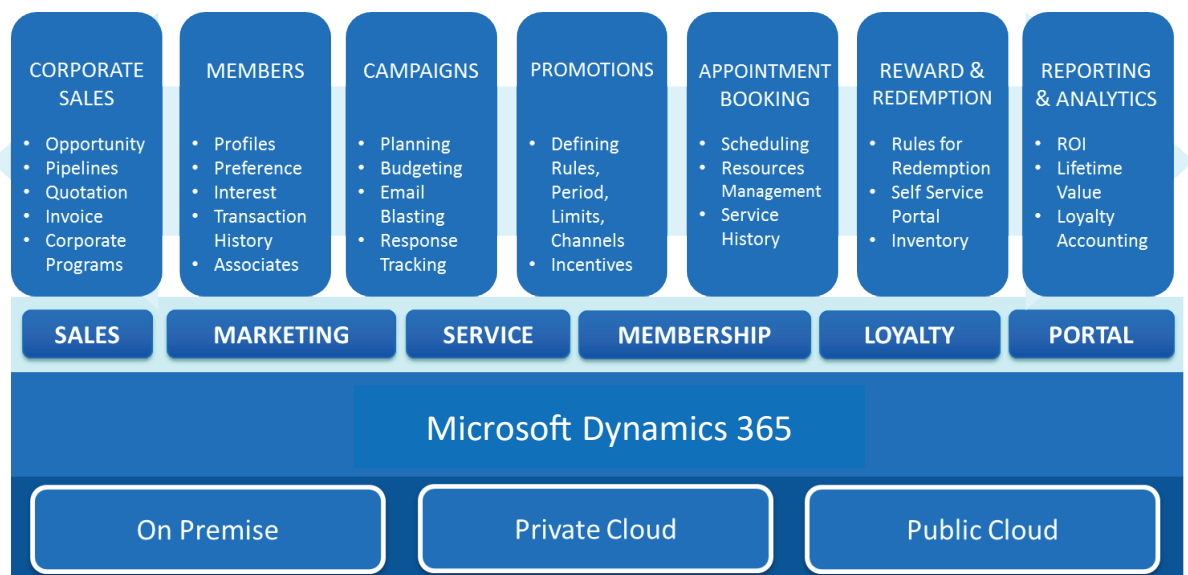
Dynamics LoyaltyPlus is a powerful end-to-end tool that satisfies companies wanting to excel in membership management, increase customer loyalty and improve business productivity. The integrated membership and loyalty system gives you one stop access to virtually all information pertaining to members in an organized manner.

Membership program gives customers a sense of belonging whereas loyalty program encourages them to repurchase or renew your products and services. Rewards and redemption entitlement serves as an incentive to your regular customers attracting them to increase business transactions with your company. Apart from managing membership and loyalty programs, Dynamics LoyaltyPlus also offers useful tools to capture customer's preferences, spending habits, transactions, and responsiveness which lead to 360 degree view of your customers in order to understand their lifetime value.

Key Benefits

- ❖ Cost effective
- ❖ Increase customer retention
- ❖ Increase customer spending
- ❖ Deliver personalized services
- ❖ Improve customer relationship
- ❖ Centralised access with familiar environment

Dynamics LoyaltyPlus at a Glance



Block diagram of Dynamics LoyaltyPlus capability

1. Members Profile Management

Apart from the usual contact and profile management, Membership and Loyalty Program allows you to manage members' preferences and interests for more targeted marketing campaigns.

2. Membership Management

The membership program allows for multi-tier memberships within its program for the different classes of individuals. Users are given the flexibility to manage members by membership types or by individuals depending on their consumption patterns.

3. Campaign Management

Campaign management gives you greater visibility into campaign planning, execution with features to manage your marketing campaigns from planning and budgeting to execution and analytics. With these features you can track your members' responses and actions and gain important results that can be used for analysis.

4. Loyalty Management

Reward your customers for their continuous support towards you with loyalty points or rebates. It is a powerful tool to reward customers effortlessly as you set criteria, conditions and the validity period for rewards and redemptions.

5. Rewards and Redemptions

You are given the flexibility and creativity to reward your customers in various forms: items, services, rebates, vouchers, lucky draws, etc to attract and encourage more and frequent transactions.

6. Feedback Management

Communication is always bidirectional. Not only updating your members about your company's offerings and updates but also hearing from them what they have to say about your products and services. The feedback management keeps you constantly connected with members and allows for rapid respond to requests and feedbacks.

7. Member Portal

The member portal is a self-service avenue for members to update their profiles, check transactions and loyalty points as well as redeem their rewards.

8. Social Networking Management

Ever wonder what your members and public talk about your company, products and services? The social networking integration allows you to tap on popular social networking sites to get real time update and news feed.

9. Membership and Loyalty Analysis

With the powerful analytic tool, you can have an eagle's eye view on your Member and Loyalty programs. You will be able to measure the success of your loyalty program and determine the success factors for continuous improvements.

10. Loyalty Accounting

Loyalty accounting helps you consolidate and calculate unredeemed points or unutilized rebates that have accounting impact on your book, which will be reflected in your balance sheet and profit and loss statement.

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