



**ibsoftware**

# iLoyal Customer Engagement Suite

Transforming Customer Experience. Engage, Socialize and Gamify

## iLoyal

### **iLoyal Customer Engagement Suite**

Forming and maintaining positive, long-term relationships with customers is one of the most important requirements of any business these days. However, customer relationships is no longer a one-sided affair where the customer has to initiate the conversation, but it is all about facilitating an active and passionate community around your product or service where the customer is your brand's ambassador.

To facilitate this kind of community building, brands now need to expand from the isolated concept of "customer service" and stretch themselves to create positive outcomes

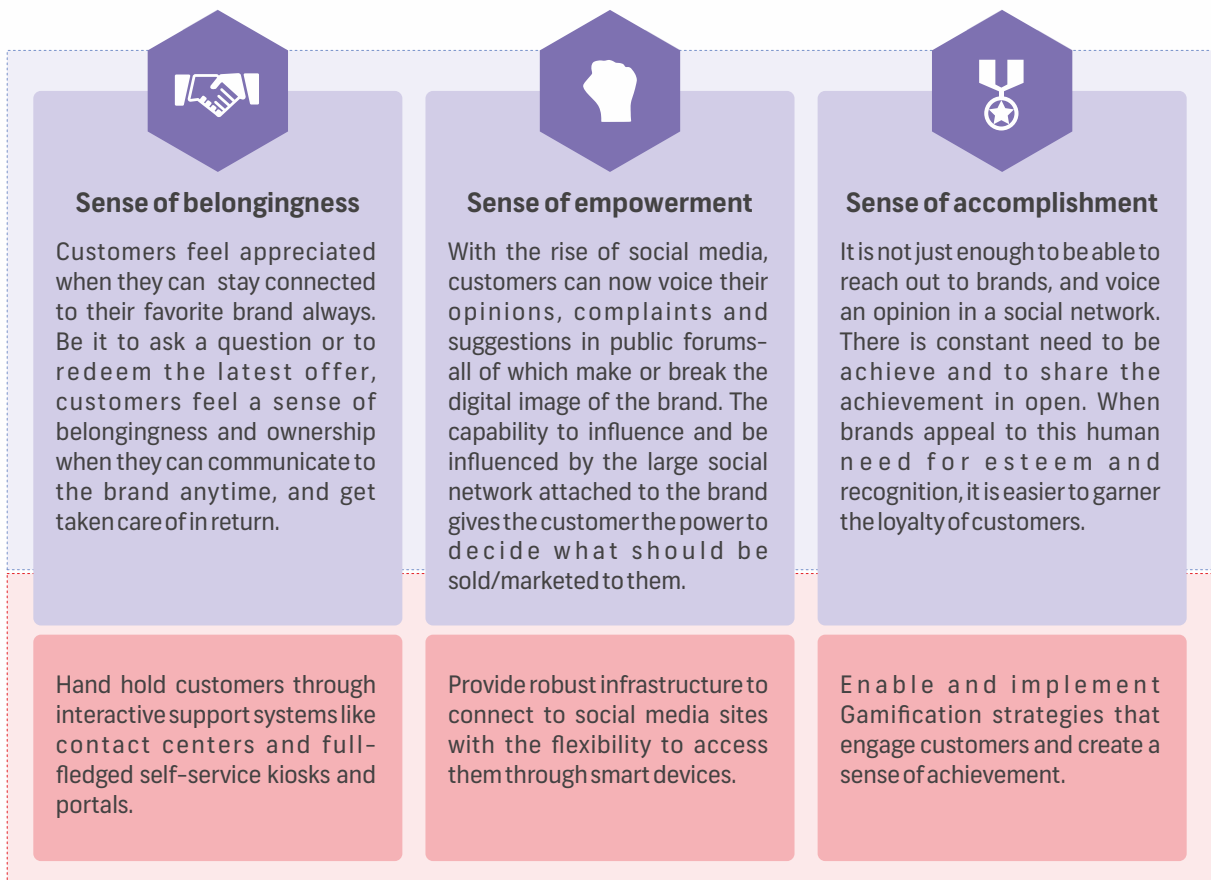
that include answering questions, solving problems, hearing ideas, supporting them when possible and at the end of it all, drive an engagement that empowers the customer and make them feel accomplished. The capability of a business to manage and implement the engagement process has a direct effect on retention of existing clients and acquiring new prospects. Delivering meaningful engagement and excellent service also significantly impacts your bottom lines.

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The "Happy customer" concept evolves only when the customer's intangible needs are considered.



The **iLoyal Customer Engagement Suite** enables you to streamline all major areas of customer interactions and provide competitive advantage by seamlessly integrating people and processes in order to engage customers better.

Customer engagement activities can range from responding to product queries to building online strategies to gain customer attention and rewarding customers for their interest and involvement in the brand.

### How the iLoyal Customer Engagement Suite works



## iLoyal Customer Engagement Suite

The iLoyal Customer Engagement Suite ships with four essential components, that can successfully drive meaningful customer engagements. Though each of these components can stand alone to deliver competent results in their own realms, the combination is powerful to bring in the targeted results of increased bottom lines and brand loyalty.



### Customer Data Store

The iLoyal Customer Store is a comprehensive repository that can collect and capture all customer related data to provide a 360 degree view of the customer to the business. It reflects the past, present and future of the customer, thereby enabling the business to build customer personas, which in turn can be used to drive their marketing propositions. Apart from the standard attributes present in the system to collect information, organizations can also build custom-defined attributes to capture data that is very relevant and specific to drive the business' working models.

### Contact center management

The Customer Contact Centre Suite provides competitive advantage by seamlessly integrating people and processes to deliver quality responses to customers. With dashboards offering single-point view into all contact centre statistics, the Contact Centre Suite has considerably reduced query response times, thereby exceeding customer expectation with every interaction.



### Social Media Connectors






Social media connectors present in the iLoyal Customer Engagement suite provide the capability to connect to your customers through popular social media sites like Facebook, Twitter, LinkedIn, Pinterest and so on. Customers can post comments, share their opinions, participate in online activities and stay connected to the brand always.

### Gamification

Gamification is an integral component of the iLoyal Customer Engagement suite, and enables brands to devise and implement methods to garner the attention of customers and sustain the same through online challenges and games, for which customers can earn rewards like points, badges, gift cards or gain a position on the leaderboards. This not just keeps alive the online presence of the brand, but also creates a heightened sense of achievement in the customer, that they become brand advocates for you.



## Benefits

-  **Decrease operating costs:** With online media and self-service portals being the preferred options to gain and disperse product information, customer service centres and marketing departments can turn their focus from selling a product to building a brand. This significantly reduces the operating cost that centres around providing the infrastructure to sell the product.
-  **Enhance brand affinity:** With the iLoyal Customer Engagement Suite, brands can build communities and encourage customers to join and nurture it. Companies with strong customer engagement policies enjoy twice as high brand loyalty than companies who do not focus on community based customer experiences.
-  **Engage in customer's communities:** Social media tools enable companies to engage customers real-time through community discussions, comments, polling, chats etc. iLoyal Customer Engagement Suite will help you build a positive conversation enhancing the public image of the company as a responsible and customer-obsessed one.
-  **Know customers better:** Conversations happening in social communities can be used for new product feedback, improve market awareness and shortening product development time. When you know your customer better, it is easier to know what they want and give them exactly that.
-  **Make customers feel special:** Customers feel appreciated when brands try to build an exclusive, one-to-one relationship with them through personalized communication, individual offers and proximity recognition. iLoyal helps you create a virtual sense of achievement through badges and leaderboards enhances the exclusivity of the relationship that the brand shares with the customer.

## Features



**Integration with Other Platforms:** The suite can easily integrate with your core business systems be it a loyalty or a marketing system, as well as with support systems like accounting, booking engines and reward stores.



**Comprehensive Customer Data Store:** The suite ships with a dedicated repository of customer data collected from various online and offline customer interactions, to build an extensive customer data store.



**Mobile Capabilities:** Customer experience is driven through context-based communication delivered at the right time on a platform that is most close to a customer- mobile phones.



**Build Gamification Strategies:** Gamification strategies allow you to conduct challenges to generate customer interest. Track customer responses, and reward customers by awarding badges and positions on leader boards.



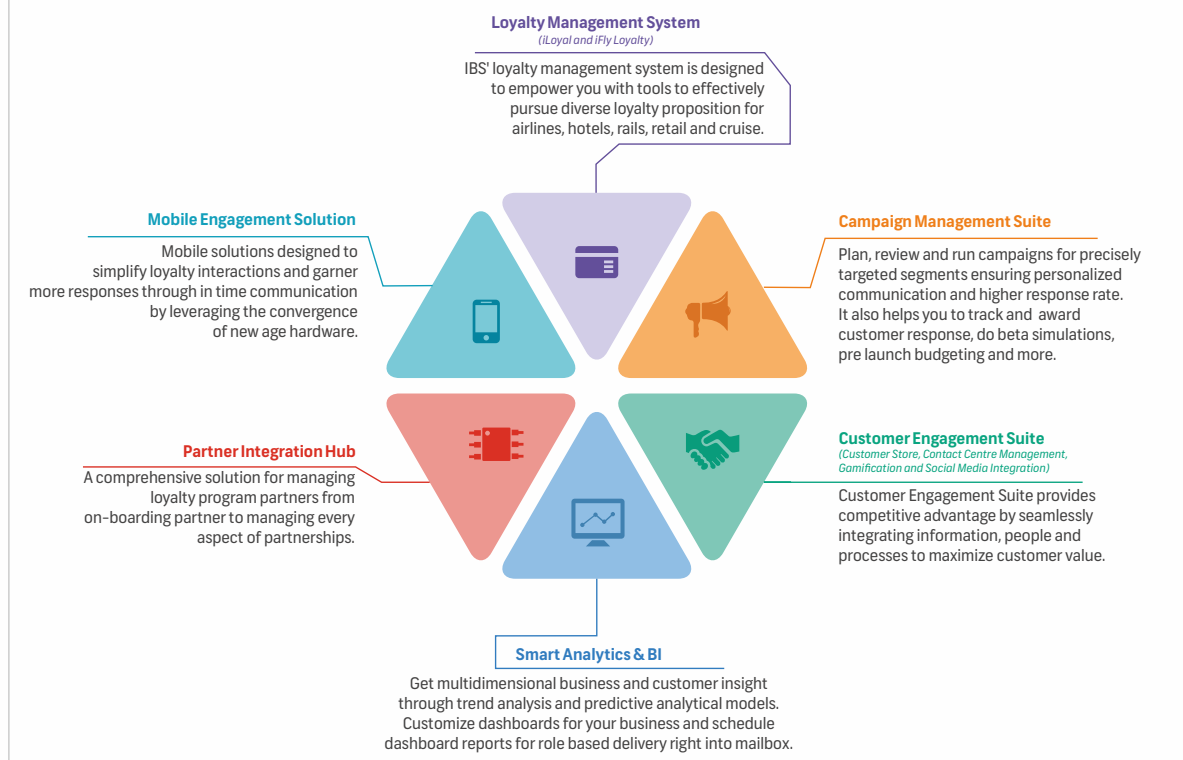
**Communication Support:** iLoyal provides you with easy to “build and re-use” communication templates with placeholders that personalize the message exchanges with customers.



**Social Media Connect:** The system has the capability to integrate with social media networks like Facebook, LinkedIn and Twitter with the devices like smart phones and tablets allowing customers to share their social presence.

## Our Loyalty and CRM Offerings

Loyalty programs are increasingly seen as a key part of a larger Customer Relationship Management strategy. To make this strategy effective, IBS offers you with a wide range of solution offerings in the Loyalty and CRM space to give you the leverage, to not only grow your business but also to effectively engage your customers.



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