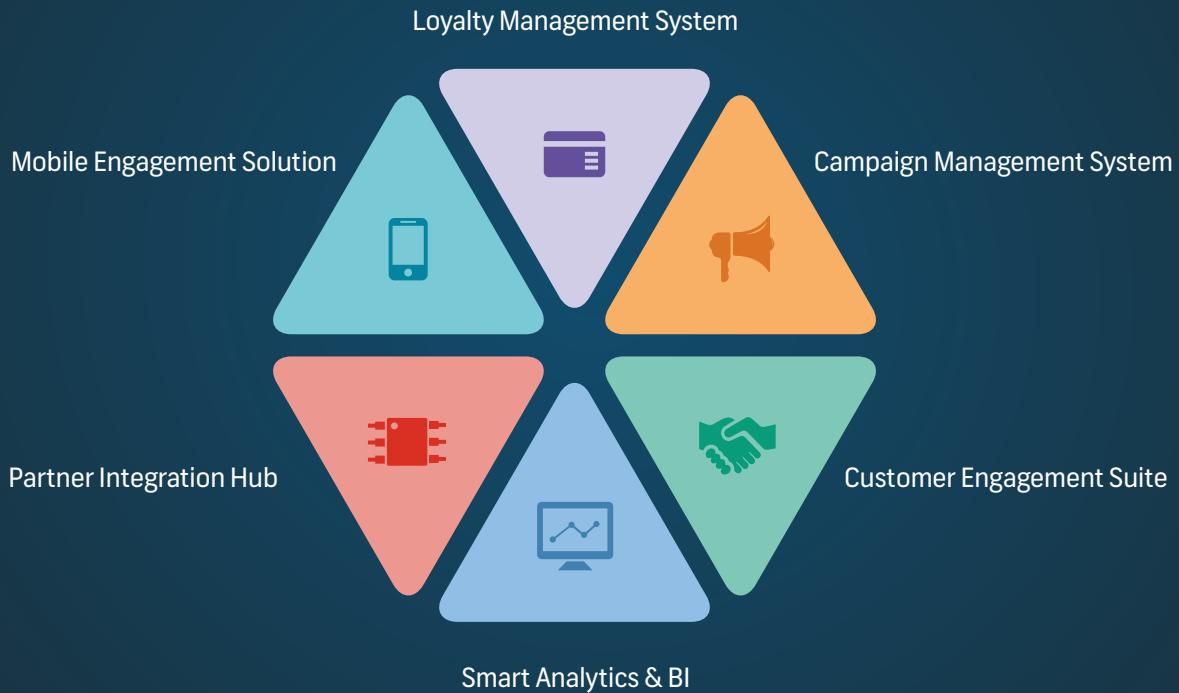


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# IBS' Loyalty and CRM Offerings

Building profitable customer relationships through innovative loyalty & marketing solutions



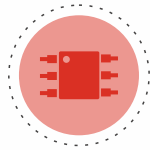
# IBS' Loyalty and CRM Offerings

Loyalty programs are increasingly seen as the key component 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.



## Loyalty Management System

IBS' loyalty management system is designed to empower you with tools to effectively pursue diverse loyalty proposition for airlines, hotels, rails, retail and cruise.



## Partner Integration Hub

A comprehensive solution for managing your loyalty program partners from on-boarding partner to managing every aspect of partnerships.



## Customer Engagement Suite

Customer Engagement Suite provides you with competitive advantage by seamlessly integrating information, people and processes which enable you to streamline all major areas of customer interactions.



## Mobile Engagement Solution

Mobile engagement solution is designed to simplify loyalty interactions and garner more responses from customers. It empowers you to connect with people on the move, at the right place and the right time with the right information.



## Campaign Management System

Plan, review and run your campaigns for precisely targeted segments ensuring personalized communication and higher response rate. It also helps you to track and award customer response, execute beta simulations, do pre-launch budgeting and more.

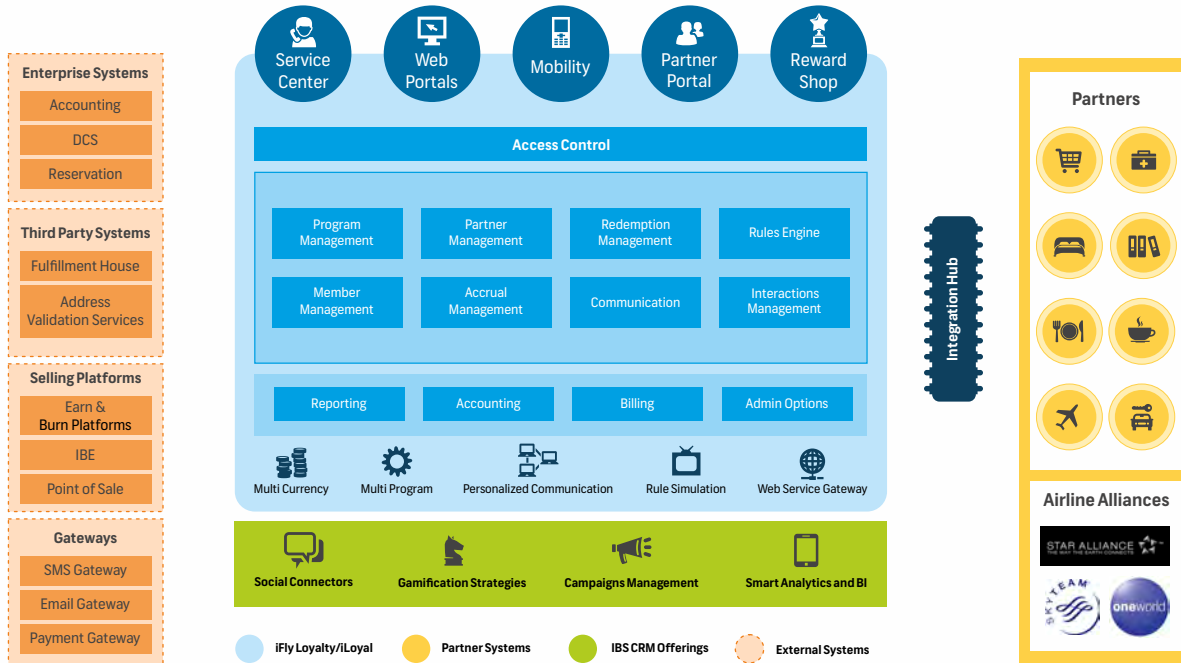


## Smart Analytics & BI

Get multidimensional business and customer insight through trend analysis and predictive analytical models. Customize dashboards for your business and scheduled dashboard reports for role based delivery right into mailbox.

# Loyalty Management System

## Making Loyalty More Rewarding



IBS' **Loyalty Management System** has been designed to empower you with a set of tools to effectively pursue your loyalty proposition and strategy for market growth and revenue generation. It provides an end to end coverage in terms of loyalty program management, from program creation through setting up business rules to partner management and billing, day to day operational aspects to month end financial accounting and liability reporting. The system is capable of supporting a "single customer record" strategy, covering any and all customers of your company through any channel.

## Highlights



**Revenue Beyond Traditional Models:** Successful loyalty programs think beyond traditional loyalty models and reap growth in Retail Coalition, SME, Corporate and other varied loyalty offerings. Our product has been in the fore front of supporting such evolution in the loyalty propositions with its quick and easy integration with retail POS systems, reward shops and varied partners.



**Increased Earn and Burn Channels through Partnerships:** The built-in Partner Integration Hub facilitates quick on boarding of partners thereby leading to faster realization of cooperation benefits. A wide partner portfolio adds value to customers through more collect and reward opportunities and accelerates revenue generation for the loyalty program.



**Be with Customers at All Times:** Being close to customers at the right time can be an advantage. Constant subliminal presence in the customer's mind through images and text or even a well-designed app icon aids brand recall when he/she is close to a purchase decision, which can substantially tilt the scales in your favour. IBS' loyalty management system facilitates this through a omni-channel brand presence and through in-time communication.

**Enhance Brand Affinity:** Companies with strong customer engagement policies enjoy twice as high brand loyalty than companies who do not focus on community based customer experiences. The product's unique customer engagement mechanisms like mobile app, social media connectors and gamification ensure that customers stick with you.



**Heightened level of engagement:** Heighten the level of engagement with the customers through targeted campaigns and application of contact rules in all aspects of campaigns management. Getting the right campaign out of the door faster will win new customers, activate the existing customer base and yield share of wallet increases.



# iLoyal Mobile Engagement Solution

## Driving Smarter Mobile Engagement

- Auto Authentication and proximity driven accruals – at airport checkpoint
- Passenger Processing – Proximity based auto processing at airports e.g. Check-in, Baggage, Boarding

- In-time Communication – Greetings/information based on location and scenario
- In-time promotion – Cross / Up sell based on location
- In-time Notification: Notify delays, disruption in a timely fashion

- 2D barcode enabled Virtual Loyalty card
- Program Identifier – e-profile for member authentication
- Wallet Presence – Compatible with Apple Passport and other wallets



- Personal Details
- Transaction History
- Program Statistics
- Tier Progress Bar
- Easy Enrollment
- Point Transfer
- Assisted Updates

- Check-ins
- Share Activities
- Share your moments (Pictures)
- Social Promotions
- Reward Social Activities
- Game Events
- Leader Boards
- Badges

- Categorized Reward Menu
- Location Based Spot Offers
- Locate Reward Partners
- Vicinity Deals
- Create Wish list and set reminders
- Create instant 2D vouchers
- Manage Virtual Vouchers and set reminders
- Create vouchers from email and SMS links

**iLoyal Mobile Engagement Solution** enables smarter loyalty and marketing experience through digital handshake of the brand and the customer. As brands work hard to retain customers and maximize value, Mobile Engagement Solution reinforces the effort to generate value through personalised, and enhanced experiences. The mobile solution is designed to simplify the loyalty interactions and garner more responses though in time communication leveraging the convergence of new age hardware.

## Highlights



**Better Loyalty Experience for Customers:** iLoyal mobile engagement solution brings the loyalty program at fingertips. A selection of prominent loyalty functions are facilitated through simplified and intuitive processes. The user experience is further enriched with new age usability approaches.



**Higher Customer Spending:** With customers being updated about offers of their choice at the right time and at the right place, it is hard for them to miss out on the best deals. Along with this, the flexibility to shop without having to step out of their homes, motivates customers to spend more on a brand.



**Build a Direct Marketing Channel:** Driving loyalty propositions through mobile platforms allow instant access to offers, while push notifications enables direct interaction with customers. Even though the library of offers and products are available real-time, the customer can exercise his freedom to go through them at convenience, which makes this marketing approach un-intrusive and welcome.



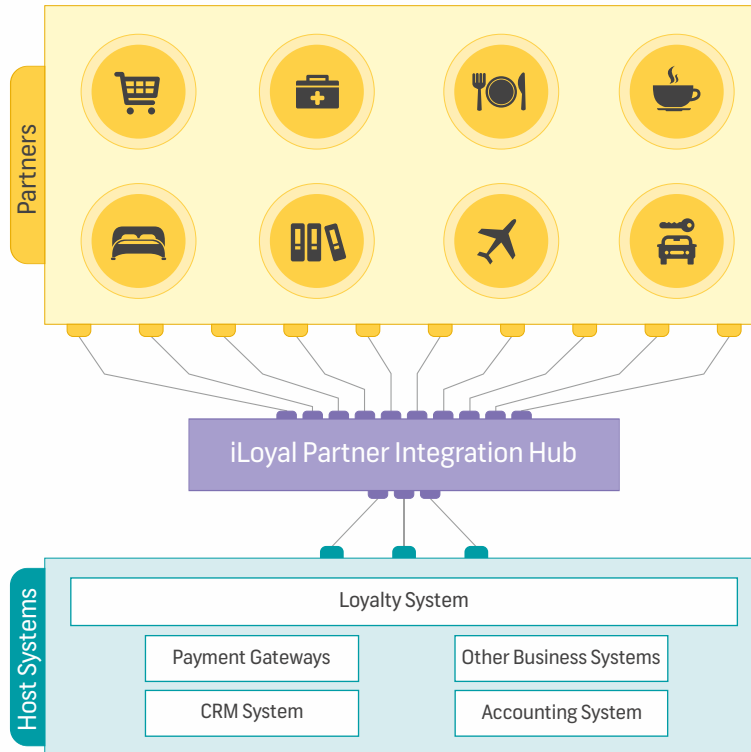
**Be with Customers at All Times:** Being close to customers all the time can be an advantage. Constant subliminal presence in the customer's mind through images and text or even a well-designed app icon aids brand recall when he/she is close to a purchase decision, which can substantially tilt the scales in your favour.



**Reduced Cost and Times:** When compared to plastic loyalty cards, paper forms and vouchers, the digitized memberships are singular and unique entities that contain profile information, valid offers and other membership aspects. For a business, this means elimination of costs associated with printing and distribution of physical artefacts.

# Partner Integration Hub

Build Partnerships. Really Fast!





The **iLoyal Partner Integration Hub** provides a comprehensive solution for managing loyalty program partners from partner contracting, sale of loyalty points to partners, partner billing to processing of member activities. With the iLoyal Partner Integration Hub, it is possible to achieve shorter partner on-boarding times through easily configurable business rules to define partner product offerings and accrual/redemption conditions. The flexibility to configure partner specific billing protocols and industry specific transaction validations enables easy administration of partners across the loyalty network. The Partner Self Service portal adds great appeal to the solution by providing a single window to the partners to manage their account and loyalty activities.

## Highlights

The **iLoyal Partner Integration Hub** helps loyalty programs to leverage the potential of partnerships to create earn and burn options for their customers, thereby widening the reach of the brand as well as generating incremental revenue and increasing the value of loyalty programs for customers.



**Reduction of Technological and Operational Overheads:** With the iLoyal Partner Integration Hub's flexible interfacing capability, it is possible to integrate to any partner system- accounting or messaging- without any hassles. This considerably reduces the overheads associated with managing different partner systems.



**Quicker Partner On-boarding:** The Partner Integration Hub facilitates quick on boarding of partners thereby leading to faster realization of cooperation benefits. A wide partner portfolio adds value to customers through more collect and reward opportunities and accelerates revenue generation for the loyalty program.



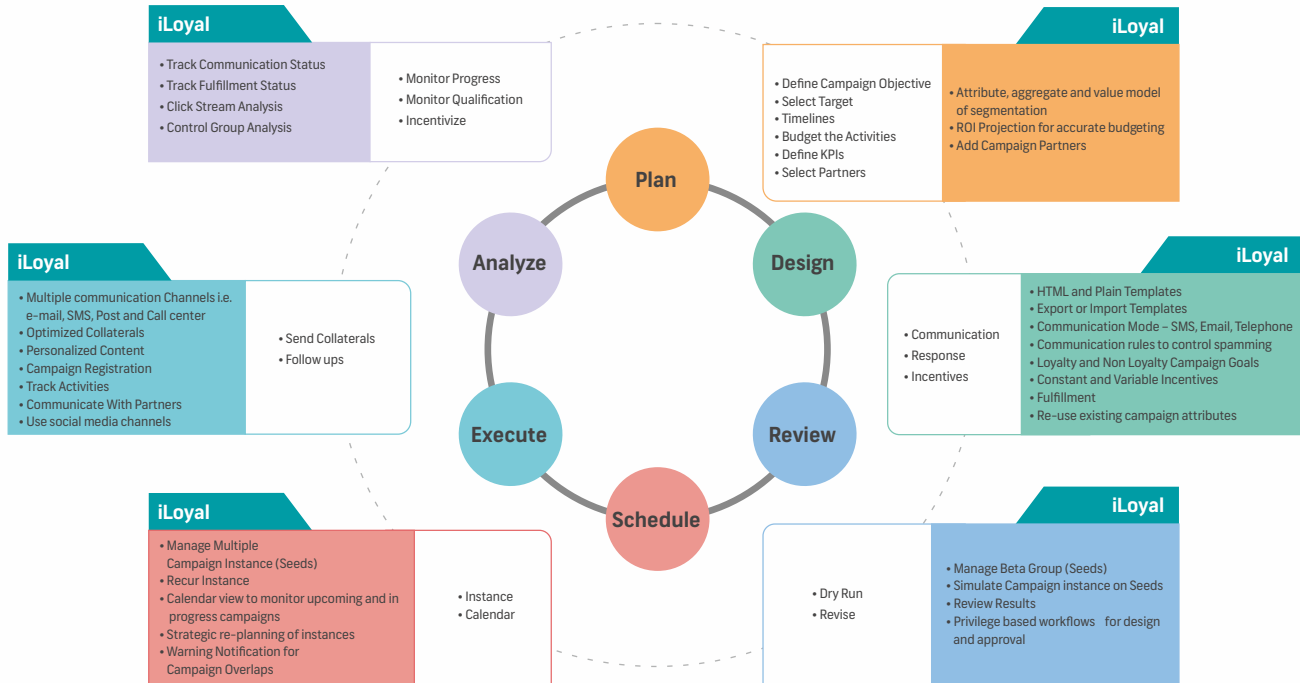
**Add Partners from all Walks of Life:** With iLoyal Partner Integration Hub, the business can gain more brand advocates across various realms, who will endorse your product for the same reason they would do theirs. When loyalty programs join hands with partners as diverse as airlines to diners to banks, the reach of the brand spreads across various products and not just the parent product or service.



**Joint Promotions and Cost Sharing:** iLoyal Partner Integration Hub enables businesses to expand network of partners to facilitate the conception of innovative promotions that can involve multiple partners simultaneously. The end result is a proposition that benefits the customer who gets diverse choices to indulge in and the business which not only earns additional revenue but also cuts cost by sharing them.

# iLoyal Campaign Management System

Right Message, to Right Audience, at the Right Time



**iLoyal Campaign Management System** is a comprehensive solution to convey your proposition in a more meaningful and personalized way. With iLoyal, you can run end-to-end campaigns starting from planning to execution and post campaign analysis, thus taking advantage of targeted marketing to reach out to your customers on a one-to-one level. In short, Campaign Management facilitates to build stronger brand affinity with your customers through tailored promotions, and thus enhance revenue per customer by allowing you to target to specific segments.

## Highlights

The modular approach of the iLoyal Campaign Management System helps to create the enterprise centric library of campaign components (e.g. Segments, Incentives, and Communication Templates etc.) used in different phases of campaign lifecycle. A strategic library can then contribute to a faster campaign roll out and therefore make the marketing team more responsive to the ever changing business dynamics.



**Increase in Yield and Wallet:** Increase in yield and wallet share from existing customer by getting more campaigns out of the door faster.



**Heightened Level of Engagement:** Heightened level of engagement with the customer through targeted campaigns and application of contact rules in all aspects of campaigns.



**Higher Response Rates Leading to Robust ROI:** Turn customer insights into highly targeted segments to drive higher response rates and a more robust ROI



**Drive Better Selling Strategies:** Create accurate retention, cross-sell/up-sell and response models, next best offers, and send more effective communications.



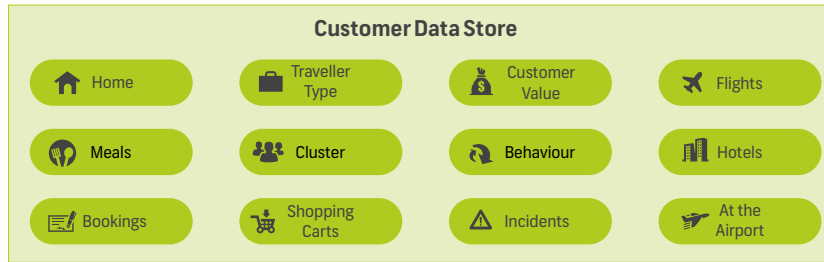
**Enhanced Brand Affinity:** Improved brand recall and affinity through personalized offers tailored to meet customer choices.



**Monitor Spend:** Enhanced revenue with optimized and carefully monitored marketing spend.

# iLoyal Customer Engagement Suite

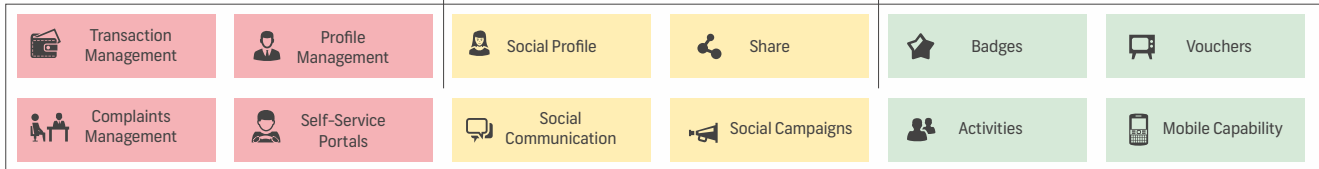
Transforming Customer Experience. Engage | Socialize | Gamify



**Contact Centre Solution**

**Social Media Connector**

**Gamification Strategies**



The **iLoyal Customer Engagement Suite** enables you to streamline all major areas of customer interactions and gain 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.

## Highlights



### **Comprehensive 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.



### **Contact Centre 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 can considerably reduce 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.

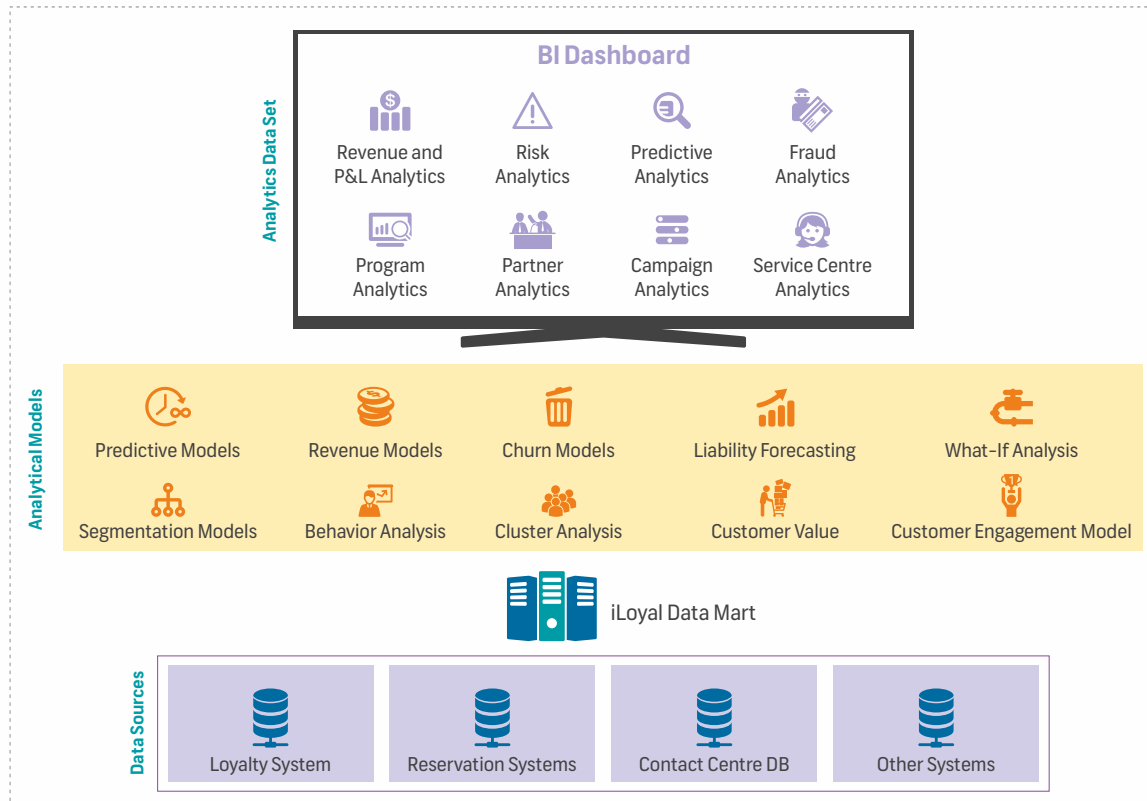


### **Gamification Strategies**

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.

# iLoyal Smart Analytics and BI

## Smart Insights for Smart Business



Travel industry today is well on its way to shed its passenger focus and transform itself into a customer centric one. **iLoyal Smart Analytics and BI** offering can empower you by providing a tool that helps you to understand your customer segments, behaviour and business trends. All this information can then be consolidated into dashboards that are easy to view, interact with and personalize. Analytics can enable you to understand your customers better and provide you with deeper insights into business performance.

## Highlights



### Optimize Your Marketing Strategy

- Learn, analyse and improve the performance of your marketing programs to garner better RoI
- Get a view of your performance and do a “what-if” analysis by predictive modelling
- Distinguish preferred from marginal customers (improve the profitability and savings)
- Tailor the offerings to align with the demand by taking advantage of the new opportunities.



### Streamlining Operations, Mitigate Risks and Manage Financial Performance

- Use the performance models to streamline the operations and make it efficient
- Anticipate and respond to the changes better with “what-if” analysis
- Develop insight into changing customer requirements
- Mitigate risks and manage frauds to counter bad decisions or balance any losses through revenue leakages



### Know your Customers Better

- Acquire, grow and retain profitable customers by improved relationship building strategies
- Develop insight into changing customer requirements
- Tailor the offerings to fulfil specific customer needs through behavioural models
- Distinguish preferred from marginal customers through value models to improve the profitability and savings



## About IBS

IBS Software is a leading SaaS solutions provider to the travel industry globally, managing mission-critical operations for customers in the aviation, tour & cruise and hospitality industries. IBS' solutions for the aviation industry cover fleet and crew operations, aircraft maintenance, passenger services, loyalty programs, staff travel & air-cargo management. IBS also runs a real-time B2B and B2C distribution platform providing hotel room inventory, rates and availability to a global network of hospitality companies and channels. For the tour and cruise industry, IBS provides a comprehensive customer-centric, digital platform that covers onshore online and on-board solutions. IBS Software is a Blackstone portfolio company and operates from 11 offices across the world.

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Redefining the Future of Travel through Technology Innovation

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