



ibsoftware

iLoyal Mobile Engagement Solution

Driving Smarter Mobile Engagement

iLoyal

We are in a world of digital convergence, where sensors, collected data and ubiquitous computational abilities are enabling highly responsive, personalized environments leading to brand stickiness. With the customer always connected online through their personal devices, businesses now have an open window through which they can attract, engage and retain customers. The key is to make smart technologies come together and deliver relevant information to customers, whenever and wherever required.

iLoyal Mobile Engagement Solution

iLoyal Mobile Engagement Solution enables smarter loyalty and marketing experience through digital handshake of the brand and the customer. This experience is brought about through deeper customer insights, precise context and relevant communication that results in meaningful customer engagement at the various service touch points.

Smarter loyalty and marketing experience through digital handshake of the brand and the customer.



Benefits

As brands work hard to retain customers and maximize value, iLoyal Mobile Engagement Solution reinforces the effort to generate value through personalised, and enhanced experiences. The engagement solution is designed to simplify the loyalty interactions and garner more responses through in time communication. Leveraging the convergence of new age hardware like beacon and NFC.

The solution delivers following benefits-

- Better loyalty experience for customers:** iLoyal mobile app 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 augmented reality and other new age usability approaches.
- Build a Direct Marketing Channel:** Driving loyalty propositions through mobile platforms allow instant access to offers, and push notifications enable direct interaction with customers. Even though the library of offers and products are available real-time, the customer can exercise his freedom to refer to it, 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.
- Target your most profitable customers:** Personalized and relevant communication of products and promotions build exclusive relationships with your customers and can result in a higher ROI and revenue per customer.
- Reduced cost and times:** When compared to plastic loyalty cards, paper forms and vouchers, digitized membership bar codes are singular and unique entities that contain profile information, transaction history and valid offers. For a business, this means elimination of costs associated with printing and distribution of physical artefacts.
- 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.
- Delivered in your own branding:** The look and feel can be customized to your own corporate branding.

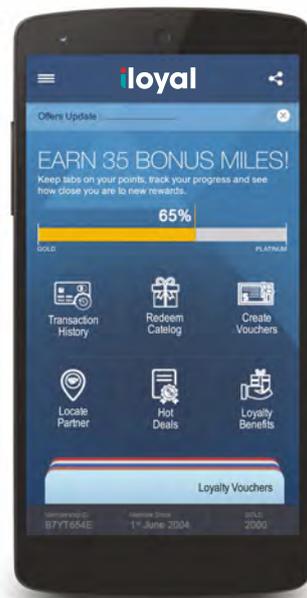
iLoyal Mobile App

Features

Tag along your customers by positioning your brand through personalized messages, offering them deals based on their preferences and facilitating transactions - all at their fingertips. The **iLoyal Mobile Engagement Solution** facilitates all these and much more - a proposition where customer and brand are equal winners.

Segmentation

- **Follow your customers:** Follow your customer around and notify them about deals, offers and products that are available in the route they travel. Location identification also enables a customer to search for the availability of hot deals and new products in their locality.
- **Contextual Messaging:** Being able to communicate, promote and notify on time, at the right time is the essence and allure of customer engagement. With the iLoyal mobile application, you can send greetings to your customers on their special days, or promote the new offer on the Blu-ray player when the customer buys a set of DVDs or notify the end of an offer or expiry of a discount coupon. All this essentially sketches a story of customer satisfaction, where the customer does not have to worry about keeping track of available offers and their validity periods.
- **On-the-go purchase:** With the readily available, extensive and categorized Rewards Menu, customers have a wide range of options from which they can choose from to make a purchase. The mobile app also ships with the flexibility to provide location based spot offers, locate Reward Partners and find out Vicinity Deals, all of which makes the purchase decision easy and quick for the customer. In addition to this, customers can also create their individual wish list and set reminders. The app also makes it possible to create and manage instant 2D barcode based vouchers to enable redemption.
- **Proximity driven activities:** Proximity driven recognition and automatic authentication are a boon for customers who are always on the go, especially at places like the airport where long queues and even longer waiting times are frequent. Proximity based automatic processing of member information during check-in and payment queues further reduce wait times, leaving the customer to pursue leisure activities. In the long run, this contributes to higher customer satisfaction, better brand recalls and more referrals.
- **Unique digital ID:** Profile details are stored as QR codes on virtual loyalty cards which would not require physical wallet space and is compatible with touch points equipped with 2D bar code scanners. The customer only has to take his

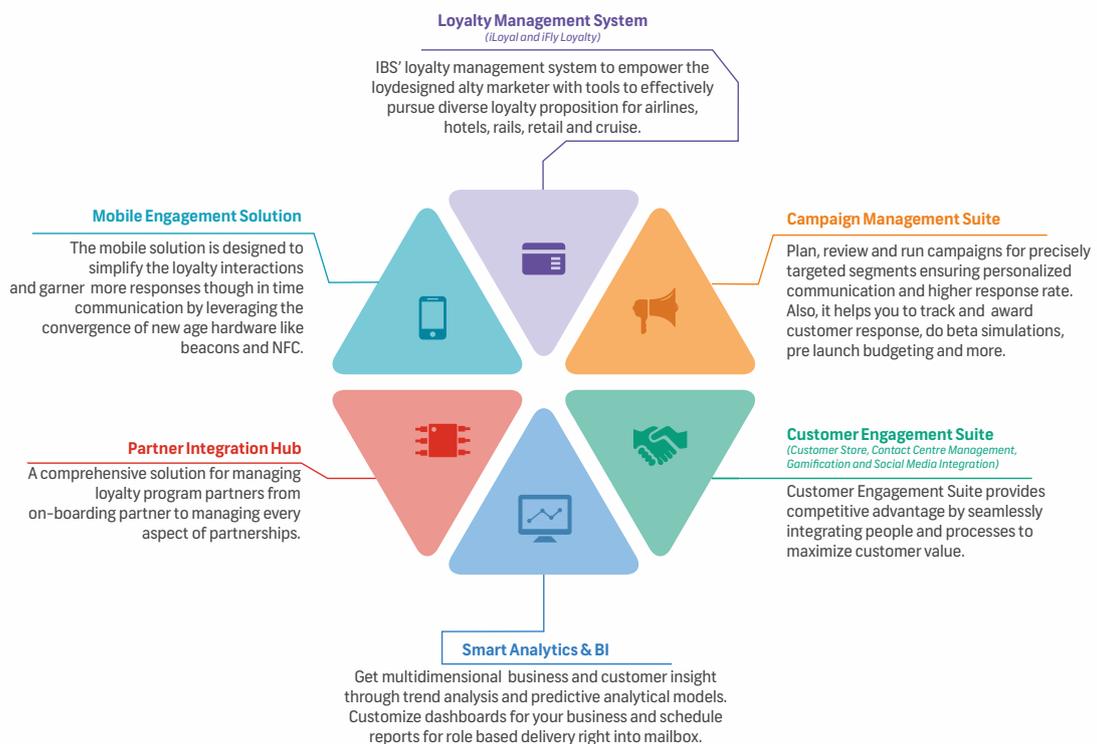


mobile out and scan the barcode at the transaction venue, and not only will his transaction history be available, but also all discounts and offers valid to his current purchase will be applied to the transaction.

- **Profile Management:** Profile details like personal details, transaction history, program statistics and tier progress bar can be easily viewed and managed through the app. Apart from the view functionalities, the app also supports easy enrollment, point transfer and assisted updates.
- **Social Networking:** With the iLoyal mobile app, customers can login to the loyalty program with their social media account and share their online journey in a single click. The social presence of the brand can be highlighted through online location check-ins, sharing activities and artefacts like photos, testimonials and challenges.
- **Gamification:** In a technologically connected social network, where conformity and recognition is more prominent online than offline, customers can be engaged through various online tasks and competitions, on completion of which they can be rewarded suitably. Typical rewards would include badges, points, virtual currencies, filling of a progress bar, etc. Enhancing the visibility of the player through online leader boards not just encourages the customer to compete, but also keeps alive the online presence of the brand.

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.



Transformational IT Solutions for Travel, Transportation and Logistics

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