



INTALTY
Loyalty Management

EFFECTIVE ✦ SIMPLE ✦ INTELLIGENT ✦ AFFORDABLE

Traditional vs Intelligent Loyalty Programs

“OLD” Loyalty



- Plastic card/ paper based transactions
- Paper enrollment forms
- Paper based promotions
- Reactive Promotions
- Painful/ Slow Customer campaigns
- Monthly point statements
- COB/ EOD/ Period-end Reports

Intelligent Loyalty

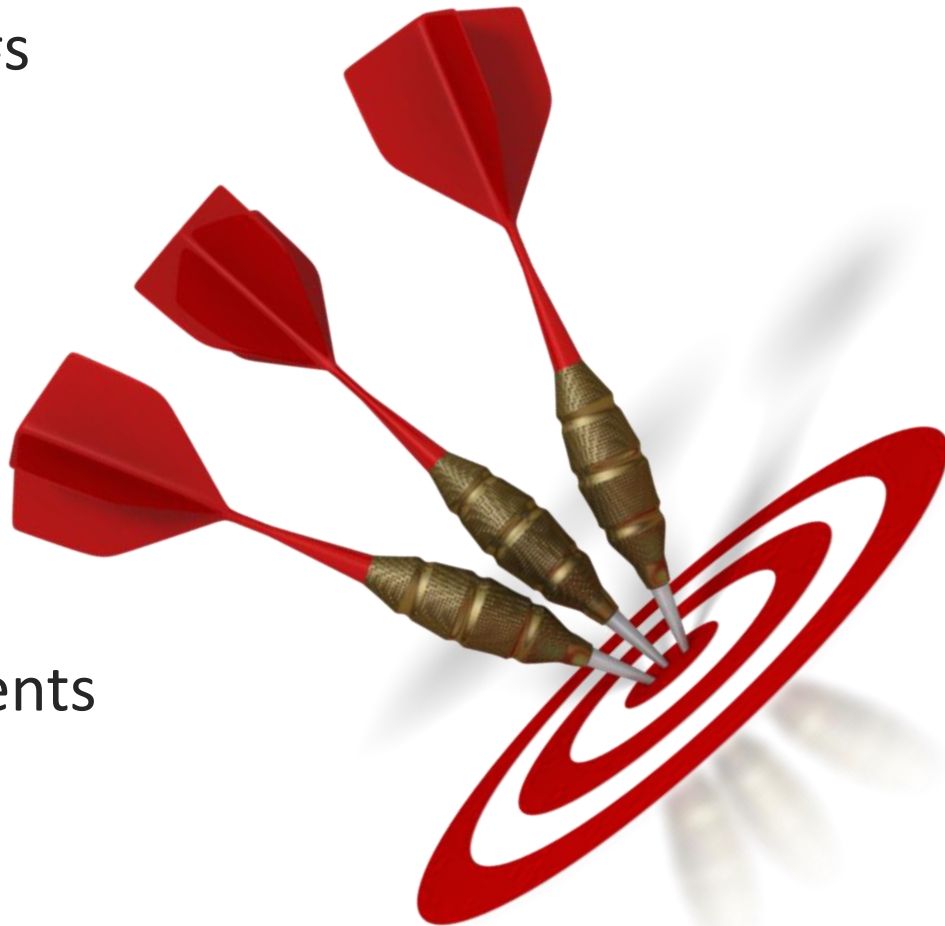


- Contactless transactions and updates
- Fast Paperless signups
- Digital promotions, instant engagements
- Proactive Promotions and campaigns
- Fast and Swift On-click Campaigns
- On-the-go statement and updates
- Live Insights

INTALTY - Intelligent Loyalty Management

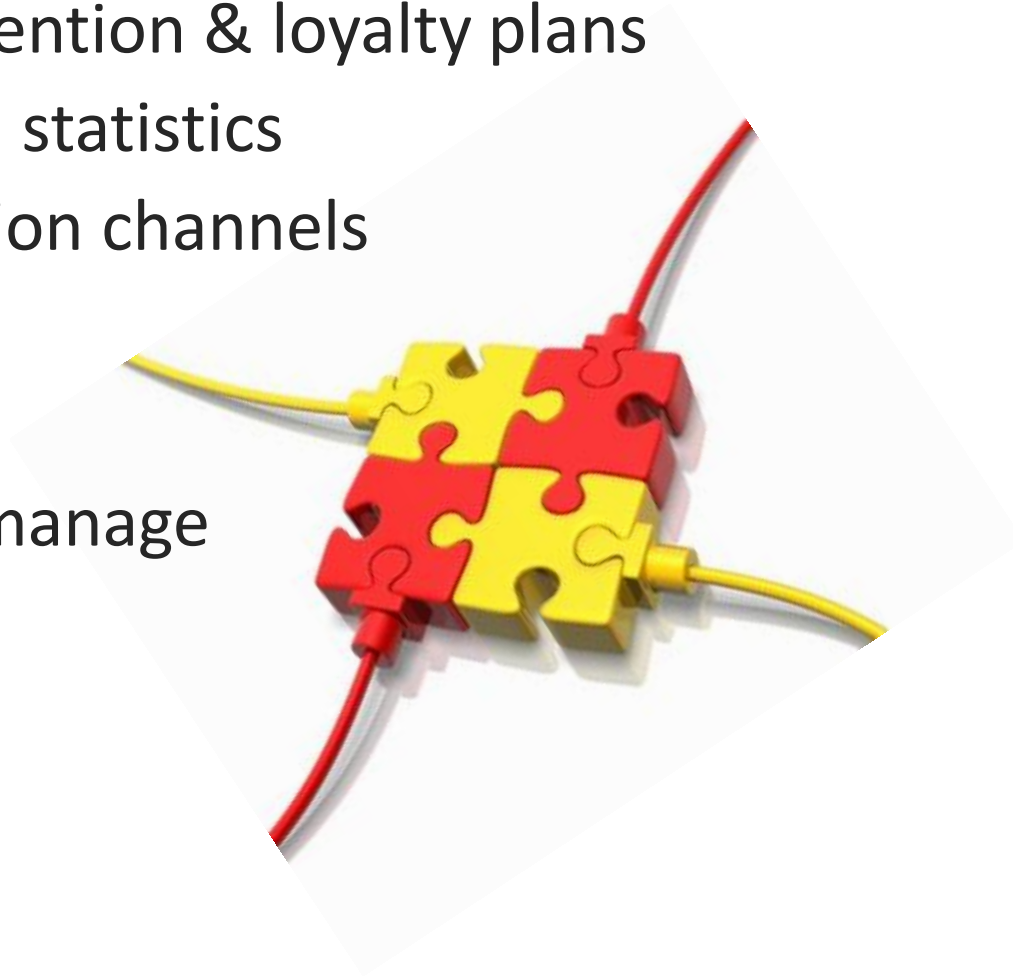
Issuer + Merchants + Customers = WIN + WIN + WIN

- Win-win proposition for all parties
- No dependency of plastics
- Works with Customer Cell #s
- Instant points updates
- Flexible redemptions
- Mobile Apps
- QR or bar code options
- Call Center support
- DIY Campaigns
- Instant customer engagements
- Live stats



Key Features

- Manageable customer base
- Highly customized retention & loyalty plans
- Usage & consumption statistics
- Effective communication channels
- Affordable
- Simple to set up
- Effortless to run and manage



Sample Signup Process



1

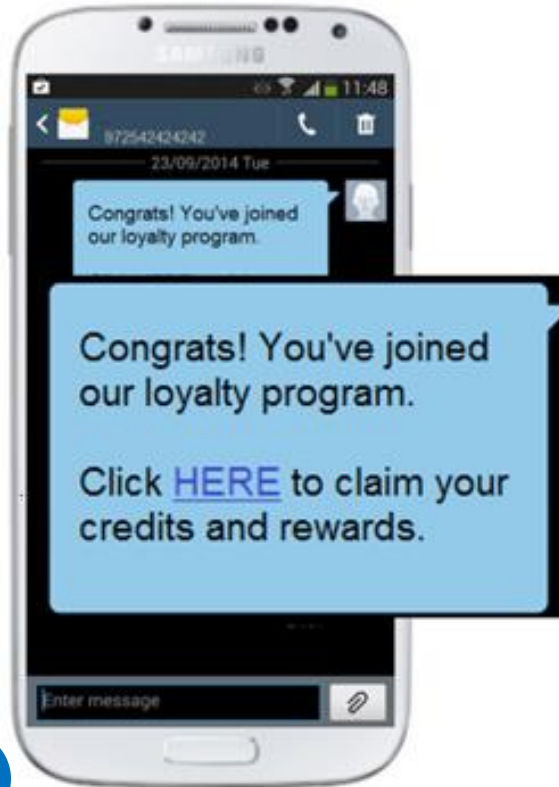
Customer provides phone #:

- Customer provides/ enters cell phone #
- SMS registration link sent

2

Customer receives text URL:

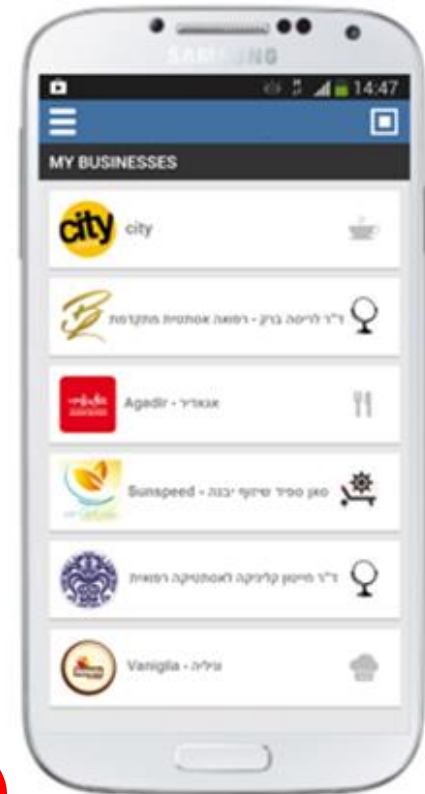
- Clicks to download app
- Prompted to enter email
- Signs in with same email



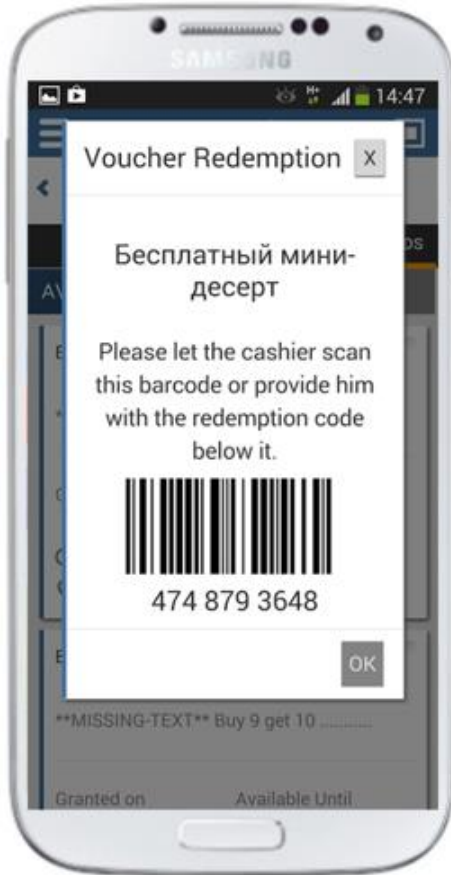
3

Rewards granted

- 1 app, 1 sign-up
- Customer can load any participating merchant



Sample Reward Points Redemption



Customer will receive SMS or App notification



Merchant can update redemptions through his mobile device or barcode reader by capturing customer ID and redemption code

3



Instant Customer Engagement

Engage your customers by sending timely promotions to their mobile phones



- Sharing promotions as customer walks into Mall
- Instant feedback/ surveys
- Live engagement insights
- Customer delight options

Loyalty Customers lifecycle



Key Technology and Process Decisions

- POS integrated solution
- Mobile Apps based solution
- Plastic cards and chip
- QR, NFC or barcodes
- Programed POS devices
- Internet or with no internet dependency
- Call Center support
- SMS based services
- Live Stats options



About Intelligence Management

- Intelligence Management is a multi-disciplinary consulting firm providing strategy, technology and performance management services.
- We are based in Canada with expert consultants having presence in different regions across the globe.
- Our principals and associates include corporate executives having international experiences with fortune 500 companies in multiple industries. These experts help our partners in strategy to solution through management consulting, advisory, execution and support services.



Thank you!

धन्यवाद
Hindi

多謝
Traditional Chinese

Grazie
Italian

Obrigado
Brazilian Portuguese

ขอบพระคุณ
Thai

Gracias
Spanish

Merci
French

Спасибо
Russian



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شكراً
Arabic

多谢
Simplified Chinese

நன்றி
Tamil

Danke
German

ありがとうございました
Japanese

감사합니다
Korean