



Comarch Loyalty Management (CLM) is a system that allows enterprises – banks and insurers included – to create and manage loyalty programs with ease. Supporting both B2C and B2B operators, CLM incorporates artificial intelligence and machine learning to let you accommodate your customers the best way you can.

### **Key benefits**

# Higher level of customer loyalty

Attract and engage new and existing customers with personalized loyalty programs to achieve better business results in no time

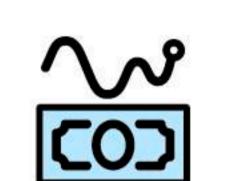
# Advanced customer behavior analytics

Put AI and machine learning to work and identify your customers' shopping patterns to create offers that are perfectly in line with what the customers want



Stay compliant and play fair – Comarch Loyalty Management ensures smooth integration and sensitive data exchange, fully compliant with GDPR and other regulations





**Full customer data and analyzed sales statistics** to make sure you are always up-to-date with the performance of your loyalty programs



Omnichannel model to let you stay in touch with your customers at every level of their loyalty program participation



Extensive reward catalog with many schemes and patterns to choose from to run and host multiple B2B and B2C loyalty programs



Loyalty Fraud Detection feature to easily identify non-typical patterns in your loyalty program members' behavior



Complete Partner Data Oversight to provide your partners with relevant data and tools in no time



#### CONTACT US

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#### **ABOUT COMARCH**

Founded in 1993 in Kraków, Poland, Comarch provides itself on being one of the leading software houses in Europe with over 6000 employees worldwide and thousands of successful projects carried out for the largest international brands.

Over 20 years' experience in the industry, Comarch Financial Services, a business sector within the Comarch Capital Group, specializes in developing sophisticated software and IT systems for major financial institutions in banking, insurance and capital markets.

Our expertise has gained worldwide recognition and a significant portfolio of clients among insurers, banks, mutual and pension funds, brokerage houses and asset management companies in more than 30 countries. Our client list includes BNP Paribas, Société Générale, Ergo, NBB, Oney, Nedbank, Allianz, and more.

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