

# COMARCH



## COMARCH LOYALTY PROFESSIONAL SERVICES

### YOUR SUPPORT IN BUILDING STRONGER RELATIONS WITH CUSTOMERS

All businesses are focused on growth, and even more so on driving new and sustained revenue. With a dynamic market and ever-advancing technology, you need a team of marketers who can execute your strategy while adapting to growth and change. With Comarch Loyalty Cloud Professional Services, provided by certified digital marketing and loyalty specialists, you will seize new opportunities and achieve business objectives while keeping in touch with your customers. Our Professional Services can support the loyalty program go-live as well as its daily operations and growth.

# Gain a competitive advantage from the start

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Starting your experience with a loyalty program might seem challenging at first. In order to show you how easy loyalty can be, we make sure you feel secure and confident about all decisions you take on every step of your journey.

Our **Professional Services** include a wide portfolio of optional **Comarch Loyalty Cloud services** that complement the software platform's primary functionalities and ensure optimal program design and daily operations. The scope of the Services depends on your needs, and may include any required selection of business and technical services.

## WHY COMARCH'S PROFESSIONAL SERVICES?



**Robust  
experience**



**Dedicated  
resources**



**Team of certified  
professionals**



**Top-class  
advisory**



**IT  
knowledge**



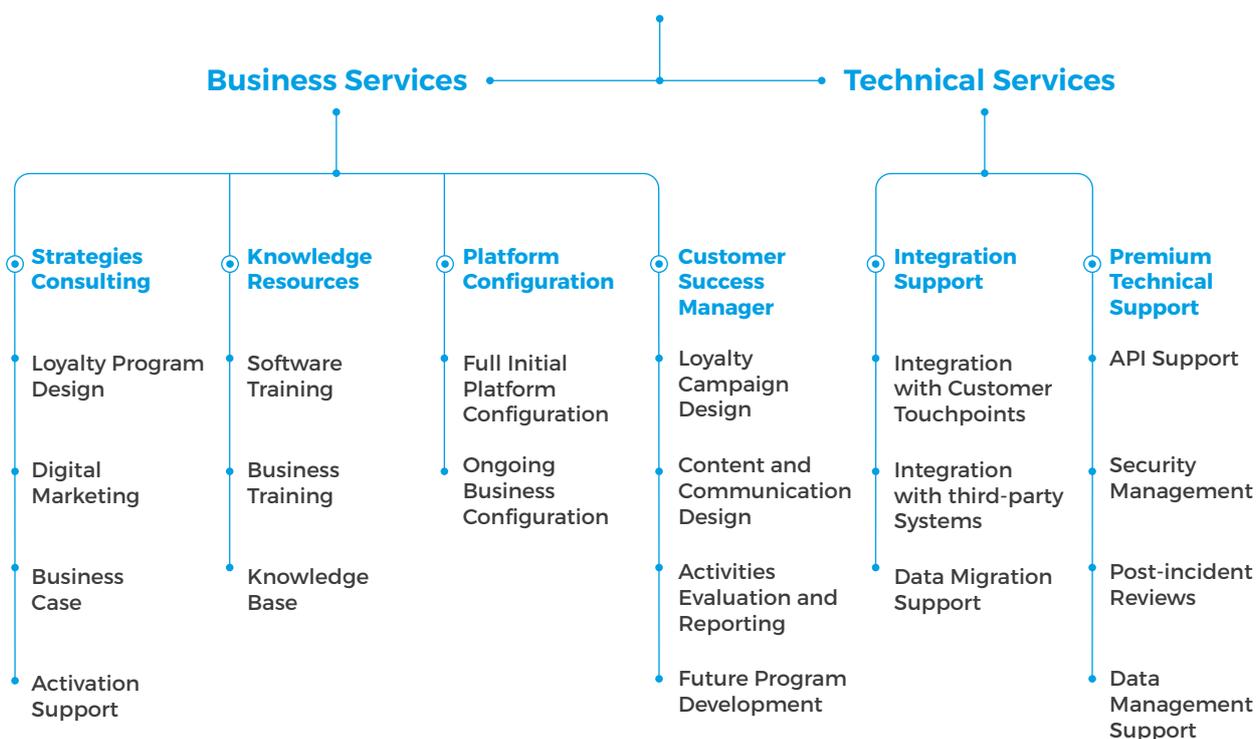
**SLA for service  
delivery**

# Choose the scope of support based on your needs

We are here to care for you and help design, customize, implement, activate and manage your loyalty program. **Business and technology services** provided by Comarch are designed to best address your unique business requirements.

With hands-on experience in carrying out loyalty projects, we make sure that your concerns regarding the design of points rules, campaign management and cloud product features are thoroughly analyzed and quickly resolved. Having a powerful cloud-based loyalty platform is one thing, introducing enhancements or integrating with a new module is a different story. Therefore, our experts provide you with an enhanced level of IT support.

## PROFESSIONAL SERVICES AT A GLANCE



# Our services and loyalty have a common goal: limitless opportunities

## BUSINESS SERVICES

Our Business Services team guides and supports you from the moment you decide to implement the loyalty program, through its design and configuration before the launch, up to program operation optimization and enhancement adoption. We want to be your partner in managing the entire marketing automation process and ensuring it answers your business challenges and goals.

Strategic Consulting	Platform Configuration
With Loyalty and Digital Marketing Consulting we help to build comprehensive, innovative programs that will enable you to retain customers, increase profits, and create stronger engagement between customers and the brand.	Before the activation of the Comarch Loyalty Platform, our team performs an initial configuration of all necessary rules, templates and processes in the platform. We will also assist you with adjustments after the activation.
Knowledge Base	Customer Success Manager
Our software and business training will help you to make full use of the potential of Comarch Loyalty Cloud. All training and documentation is stored in our Knowledge Base, which is available to you at any time.	Once your program is running, you can outsource the daily tasks to our Success Manager. This is your dedicated single point of contact for all questions and needs you have regarding our platform.

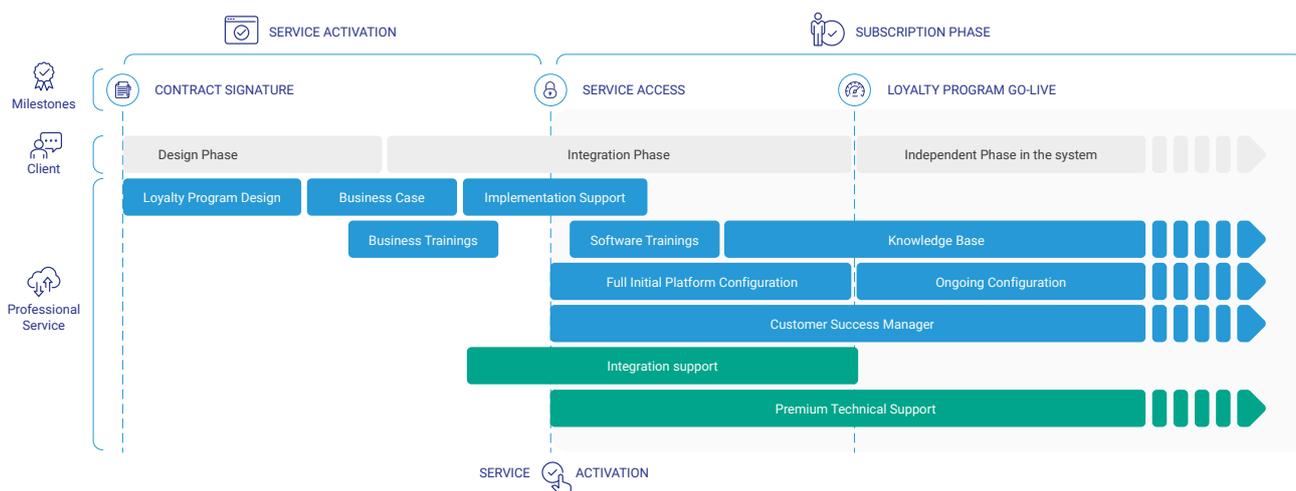
## TECHNICAL SERVICES

Our technology experts support you in building and optimizing our scalable loyalty solution. We expertly help you navigate through the software configuration process, all API integrations with Comarch Loyalty Cloud, and data migration, ensuring the technical success of your investment.

Integration Support	Premium Technical Support
Depending on your needs, our Integration support may be provided in one of two available models: We can support your IT team or the third-party integrator in performing integration – or perform an end to end integration services ourselves and with our certified integration partners.	If you require instant access to our technology experts and premium treatment, we offer a Premium Technical Support service. This is an ongoing technical service with priority access to technical expertise, with high SLA in fixing errors and no extra fees for solving technical issues with the client's individual configuration.

# Your partner on every step of the loyalty journey

The process of designing, implementing and managing a loyalty program is easy when you can always rely on professional support from an experienced partner. Each step of the journey requires different competences and specialists, which is why our team consists of experts from the most important business and technical fields related to loyalty.



## What are the key benefits of using Professional Services?

- **Utilizing our experience to your advantage** – use the experience and knowledge (over 150 loyalty programs all around the world) of our professional staff to help you with design and management.
- **Freeing your resources** – no personnel or technology have to be reallocated, so your employees can focus on their core competences where their expertise is most valued.
- **Priority and attention to problem-solving** – our enhanced level of technical support ensures your loyalty program is taken care of professionally and with the highest priority.

**We have your back, so you can focus on connecting with your customers and providing the best offer.**

Take a closer look at <https://www.comarch.com/trade-and-services/loyalty-marketing/loyalty-cloud/> or contact us directly via e-mail [cloud.services@comarch.com](mailto:cloud.services@comarch.com).

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## ABOUT COMARCH

Comarch is a global provider, with more than 25 years of experience, of technologically advanced software designed to help enterprises improve their business efficiency, reduce operational costs, and build strong relationships with all of their partners and clients. Comarch has made its name by working with some of the most renowned brands and organizations in the world, including various airline holding companies, telecoms, financial institutions, retailers, and many others. Comarch's clients include JetBlue Airways, Heathrow Airport, BP, Carrefour, Heineken, Goodyear, Pepsi, and Vodafone.

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