**COMARCH**

# MOVING LOYALTY TO THE CLOUD: AN EASY WAY TO POWER UP CUSTOMER ENGAGEMENT

## Customers at the center

**Loyalty can't be bought – it has to be earned and well-managed,** especially in uncertain business circumstances. Customers require more than occasional perks – creating a constant reason to buy from one producer or seller makes them stick around. Organizations must take into account complicated data collection, changing conditions and customer habits, the need to maintain constant connections and interaction with clients, and the requirement to recognize their individuality - yet all of this can be managed by implementing a loyalty program. **The key to managing loyalty easily is having the right solution** that allows personalized loyalty programs to be run and lets the company interact with customers while tracking their engagement in real-time, no matter what concept you are in charge of.

# Building loyalty can be easy

**Comarch Loyalty Cloud** is an intuitive, marketer-friendly platform developed to create highly usable and accessible user experience. The main goal of our approach was to build a tool allowing you to manage all loyalty program elements flexibly. With this solution you can easily achieve your marketing goals, increase brand engagement, drive sales and transform your company into a brand preferred by customers.

**Reasons to apply Comarch Loyalty Cloud**

Time to market: **Minimized**
Implementation process: **No need**
Access: **In no time**
Onboarding and activation: **Only a few days**
Full configuration: **Within a week**
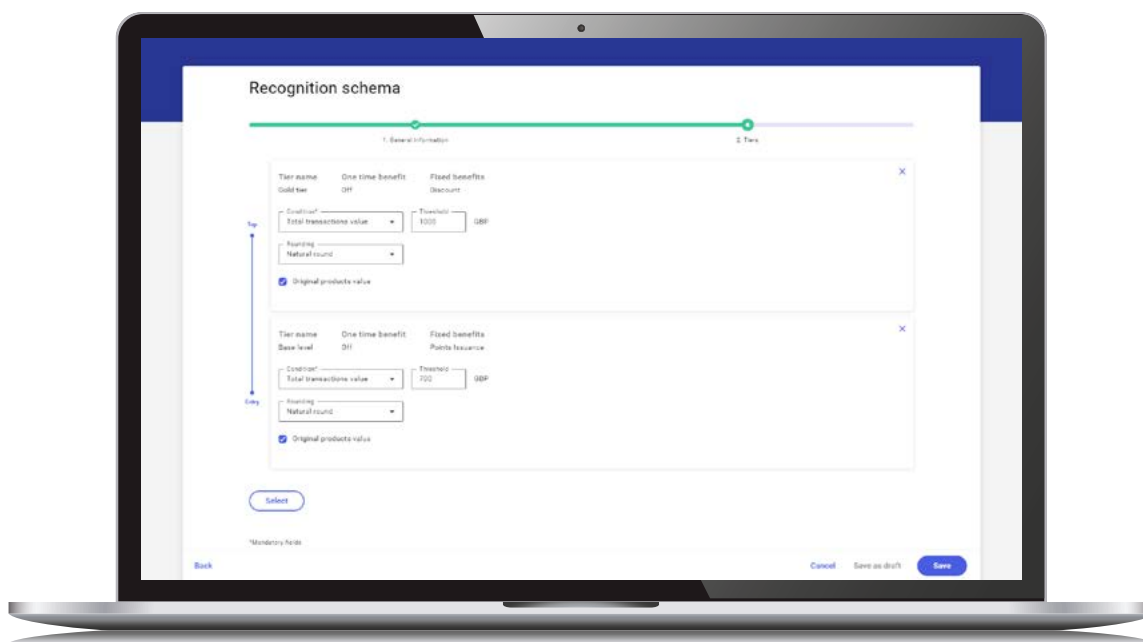
## 5 STEPS TO STARTING A LOYALTY PROGRAM

**1. GET ON BOARD**
Our Success Manager supports you with your loyalty concept, business decisions and technical outcomes.

**2. ACTIVATE**
and enjoy the variety of functions as well as access to your own loyalty program.

**3. INTEGRATE**
all the tools via API to connect loyalty with your overall marketing strategy.

**4. CONFIGURE**
the platform so it meets the specific requirements of your loyalty strategy and campaigns.

**5. LAUNCH**
your new loyalty program, manage it easily with our help and enjoy the effects.

# One platform with the power of four
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**Using Comarch Loyalty Cloud helps you to remove boundaries between loyalty, reporting and marketing automation. It gives limitless possibilities to develop and implement your loyalty management strategy in multiple areas at once.**

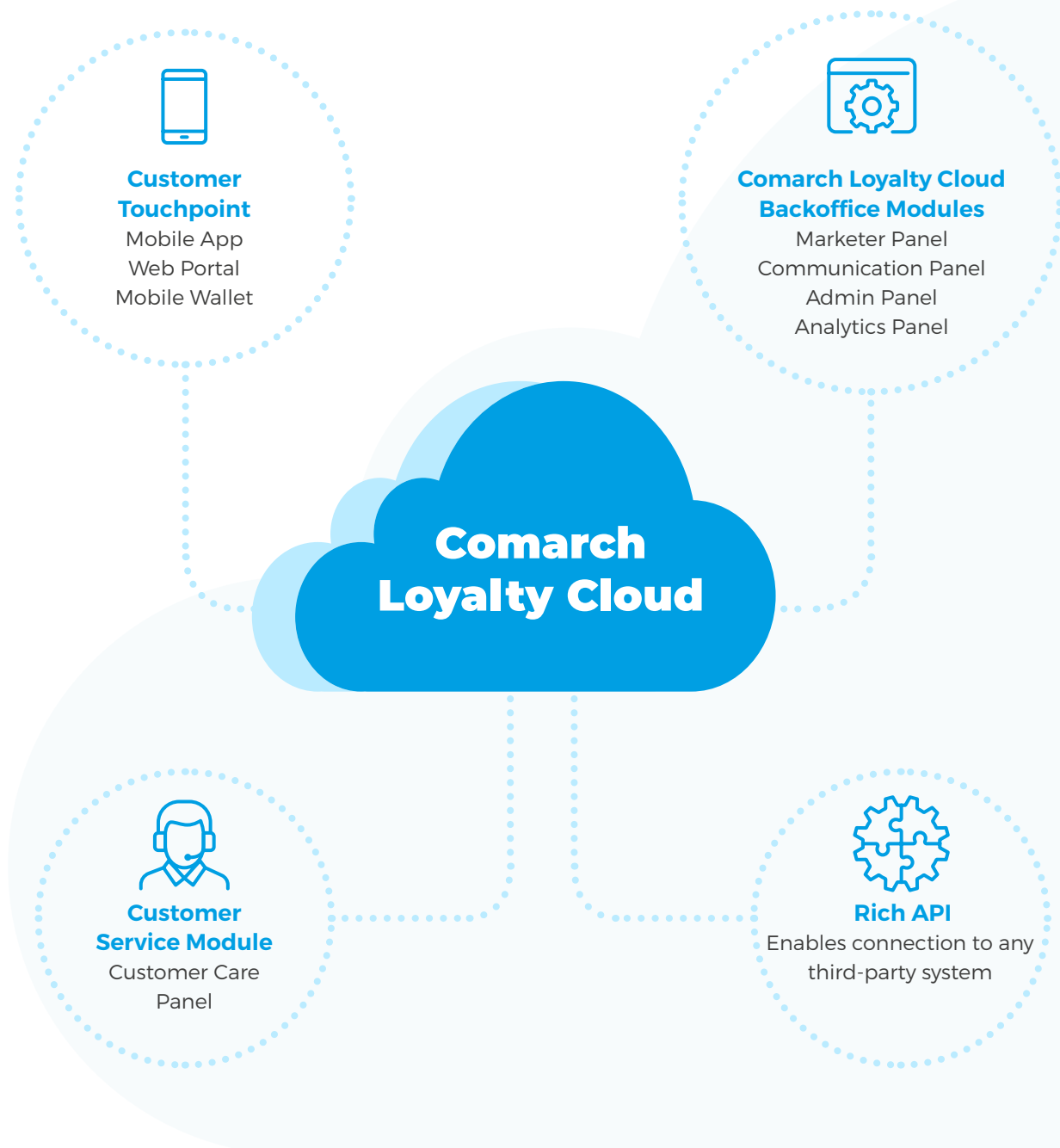| LOYALTY | CRM | MARKETING AUTOMATION | INSIGHTS |
|---|---|---|---|
| To be used when you want to hand out points, rewards and coupons. You can easily build membership levels and engage your most valuable customers. | Collect customer data and build a 360-degree customer view. You can use it at any time to create customer journeys and segments based on transactions, customer data and much more. | You can set up email or push messages to be sent automatically to members based on their specific actions. Your communication strategy is fully personalized. | Based on data gathered with the help of advanced AI to ensure you have all the information you need to optimize marketing investment and provide your customers with quality experiences. |

**Combining innovation and experience**

What makes Comarch Loyalty Cloud different from other tools available on the market is the team of experienced professionals behind it, the technology, and the UI design, which was intentionally simplified to meet the market trends and maximize user convenience. At the same time, Comarch Loyalty Cloud platform provides operational robustness and flexibility to create business scenarios appreciated by the users of corporate-grade loyalty software.

# Composing the best loyalty solution with a fully integrated system

A modular platform for all your loyalty needs and comprehensive portfolio of flexible open APIs allow you to maximize the usage of your loyalty program. As a **Customer Touchpoint,** Comarch offers a white-label mobile application and web portal that enable the program operator to reach customers anywhere, at any time, via any device. **Comarch Loyalty Cloud Backoffice Modules** have panels for marketing, communication and administration teams, providing flexible functionalities for all people involved in the program. Thanks to the **Customer Service Module,** you can also take care of the customer by collecting, organizing, responding to, and reporting on customer support requests. See how it works as a comprehensive ecosystem of solutions:

**Customer Touchpoint**
Mobile App
Web Portal
Mobile Wallet

**Comarch Loyalty Cloud Backoffice Modules**
Marketer Panel
Communication Panel
Admin Panel
Analytics Panel

**Comarch Loyalty Cloud**

**Customer Service Module**
Customer Care Panel

**Rich API**
Enables connection to any third-party system

# Leave it up to us

## Strategic Consulting

With **Strategic Consulting** we help you build a comprehensive, innovative program that will enable you to retain customers, increase profits, and create stronger engagement between customers and the brand.

## Knowledge Resources

Our **Software & Business Training** will help you to fully understand all ecosystem capabilities and find answers to loyalty-related questions, so you can use Comarch Loyalty Cloud and its features in the most effective way. All training and documentation is stored in our **Knowledge Base,** which is available to you at any time.

## Platform Configuration

Before the launch of the program, our team performs a full **set-up and configuration** of all necessary rules and processes in the system. Should any additional changes be necessary after software activation, our team will assist you in this process.

## Customer Success Manager

Once your program is running, you can outsource the program management to our **Success Manager.** Combining the knowledge from loyalty and IT, a dedicated Customer Success Manager will support you with daily challenges related to new campaigns, program evaluation and further developments.

# Benefits for your business

### Start any time you want
Enjoy full operability just a few days after you subscribe, with no need for time-consuming project implementation or installation.

### Pay as you like
For your convenience, our platform is available in fixed-term subscription and pay as you go (PAYG) business models.

### Stay up to date
Your software is constantly upgraded with freshly introduced functionalities. We introduce new features and enhanced functionality a few times a year.

# We care about you, so you can care about your customers

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**Whenever you and your program expect a remarkable level of care, or you plan to introduce program enhancements or integration of new data sources, the Comarch team is always there to provide dedicated support.**

Our technical experts help you to build and optimize our scalable solution. We expertly help you navigate through the configuration process, all API integrations and data migration, ensuring the technical efficiency of your investment. You can always depend on Comarch's:

- priority and attention to problem-solving

- smooth and expedient integrations

- proactivity

- technical and business assistance.

## Contact us and we'll find the perfect solution for your business

www.comarch.com

# COMARCH

## 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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