

Loyalty Management System on Microsoft Dynamics 365



EXPONENTIAL RISE IN CUSTOMER RETENTION

Four key components – Loyalty Engine, Campaign tool, Customer Support and Net Promoter Score to cover the 360 degree customer journey and to ensure customer loyalty

DOMAIN INDEPENDENT AND CONFIGURABLE LOYALTY PLATFORM

Configure loyalty rules for earn / burn across different BUs, introduce new tiers and tier benefits on the fly



SEAMLESS INTEGRATION WITH MULTIPLE POS APPLICATIONS

Robust loyalty engine to consume real time POS data and scheduled batch data in various formats

INCREASED PROGRAM VISIBILITY

Automated notifications via multiple channels establishing real time customer connect



INTELLIGENT OUTREACH

Versatile and configurable campaign tool with unique features like segmentation and scheduling campaigns for Split A/B and Control Group

FAMILY CONSTRUCT

Pooling of family members for maximizing loyalty benefits



OMNI-CHANNEL REWARD OPTIONS

Extend rewards and benefits, both from internal and external franchisees

FRAUD MANAGEMENT

Multiple levers to detect fraudulent transactions with real time automated notifications to appropriate user role



INTERACTIVE REPORTS & DASHBOARDS

Easy to configure reports and dashboards with attractive

POSITIVEEDGE'S "HAPPY-TO-SUPPORT" PROGRAM

Build your loyalty story with PositiveEdge's LMS platform that can be customized further to suit the intricacies of your loyalty story

