

Loyalty Management System

THE ALLSECURE LOYALTY MANAGEMENT SYSTEM

Modern loyalty programmes are often based on the allocation of points by different merchants to reward customers for their business. There would be a set exchange rate for the points being awarded and a set exchange rate for points that may be redeemed. By linking a group of merchants together, customers have the added benefit of earning points through purchases at one outlet which can then be redeemed in the acquisition of goods and services from another. This calls for a reliable and sophisticated IT infrastructure to handle the points distribution and redemption as well as the other operational details.

These should allow for:-

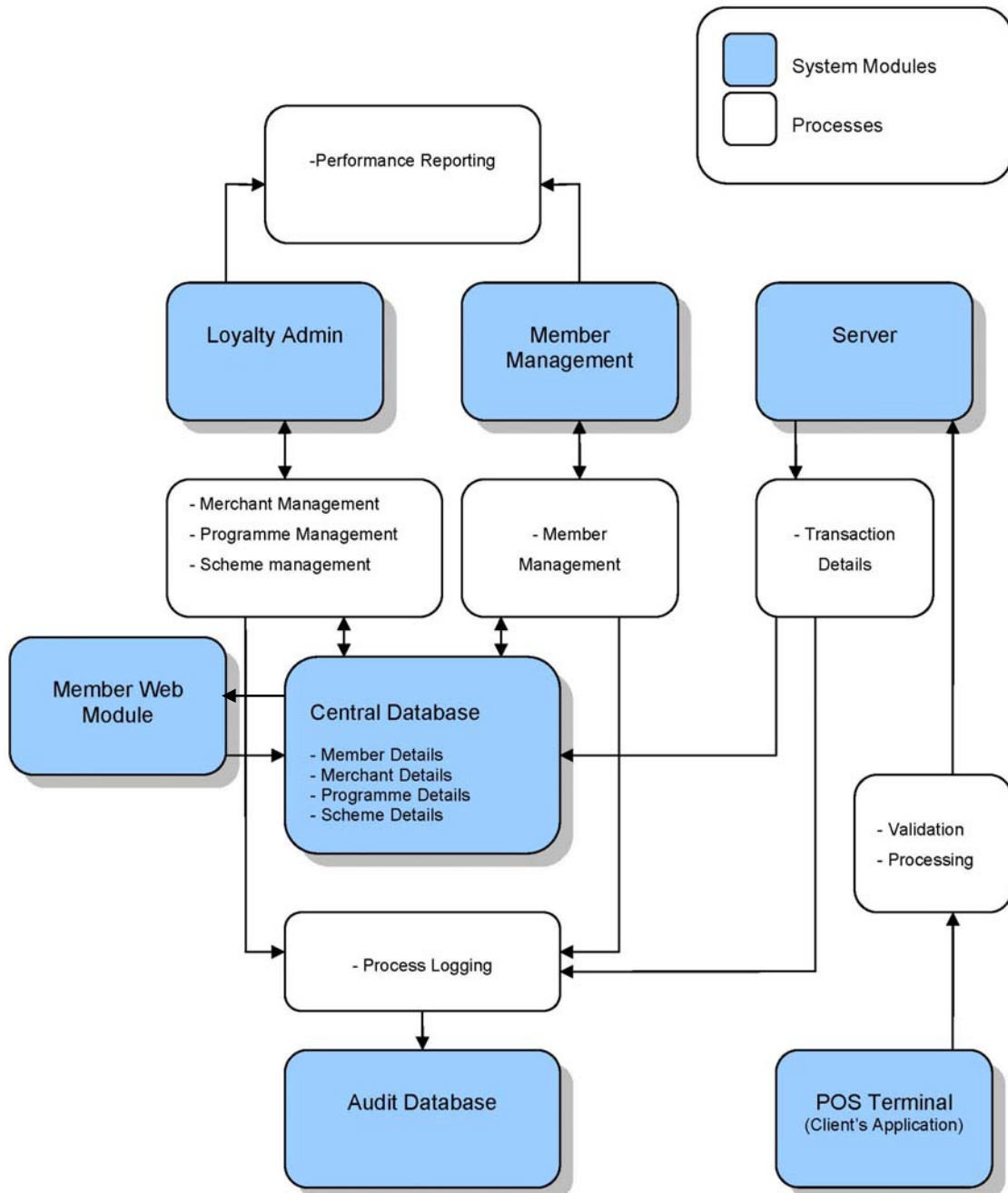
- Acquisition and support of merchants to participate in the multi-merchant loyalty programmes to be established
- Value added services, such as electronic mobile phone top-up services, to be added to the loyalty management platform being provided to users.

The AllSecure Loyalty Management System provides the flexibility and the functionality to enable the administrators to develop and implement the more sophisticated loyalty programmes that are proactive and genuinely impact customers' behaviour. For such loyalty programmes these must be based on win-win opportunities, linking incentives for customers' and returns (financial or otherwise) for the operator.

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The Diagram below provides an overview of the AllSecure Loyalty Management System:



Loyalty Management System

LOYALTY ADMIN FEATURES

- User Access rights
- Merchant Details Management
- Brands Management
- Programme Details Management
- Merchant/ Programme relationship management
- Scheme Details Management • Merchant Reporting
- Programme Reporting
- Points Reporting
- Sales Performance Reporting
- A log of the important functions that are performed within the system is kept for future reference.

MEMBER MANAGEMENT FEATURES

- User Access rights
- Member details management
- Searching for members is made easy with the help of filters which allow for specific searches.
- Members can be grouped so that one member can have any number of sub members. Any points gained by the sub members are automatically assigned to their main member.
- Member - Programme Relationship management
- The administrator has the ability to add or remove points. This may be used in case a user error is made at the point of sale
- If users lose their card, a new membership number can be issued by the administrator, and all information from the previous membership number is transferred to the new one.
- Multi Member Reporting
- Single Member Reporting
- A log of the important functions that are performed within the system is kept for future reference.

POS SERVER FEATURES


- Members are assigned points whenever transaction details satisfy certain programme rules.
- When Members are assigned points, they can claim the points as cash.
- At a POS terminal, members can check their points balance
- When a purchase is made by a non-member, a member account is created for that customer with basic information.
- Details of the transaction, such as item brands, are stored in the database for performance reporting.
- Periodic Reporting

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Performance Reporting:

The AllSecure Loyalty Management System allows for the creation of reports that outline the system's performance. An example of such a report is as follows:



General Report #001 Report created by: admin

A report on the transactions through the system analyzed by location/brand and sales items/ value. Date: 05/May/2010

Data Ranges from 01/03/2010 to 01/06/2010

00001 Outlet 1

Location: None

Number of POSes: 3

Number of Brands: 5

Brands Offered: Brand A
Brand B
Brand C
Brand D
Brand E

Av. Transaction Analysis (Member and non member)

	Nr of Sale Items	Av Nr of Items/Trans	Average Item Trans Value	Sales Value
Brand A	7	0.78	41.43	290
Brand B	5	0.56	48	240
Brand C	6	0.67	51.67	310
Brand D	4	0.44	53.75	215
Brand E	6	0.67	33.33	200
Totals :	28	3.12		

00002 Outlet 2

Location:

Number of POSes: 2

Number of Brands: 6

Brands Offered: Brand A
Brand B
Brand C
Brand D
Brand E
Brand F

Av. Transaction Analysis (Member and non member)

	Nr of Sale Items	Av Nr of Items/Trans	Average Item Trans Value	Sales Value
Brand A	1	0.17	45	45
Brand B	3	0.5	58.33	175
Brand C	1	0.17	50	50
Brand D	2	0.33	50	100
Brand E	1	0.17	50	50
Brand F	6	1	43.33	260
Totals :	14	2.34		

Reports may include any of the following:

- Outlet / Merchant name
- Location
- Number of POSes
- Number of Brands
- Brands offered
- Average Transaction Analysis, which includes Number of Sale items, Average number of items per transaction, Average transaction item value and Sales Value

Loyalty Management System

The AllSecure suite of value added applications by AllSecure International Ltd provides a tremendous opportunity for services operators to utilise state-of-the-art technology to improve the service delivery process to their customers. The AllSecure suite thus includes:-

- E-payment solutions-
- Top-up solutions-
- Loyalty solutions-
- Micros Fidelio interface-
- E-billing solutions.

