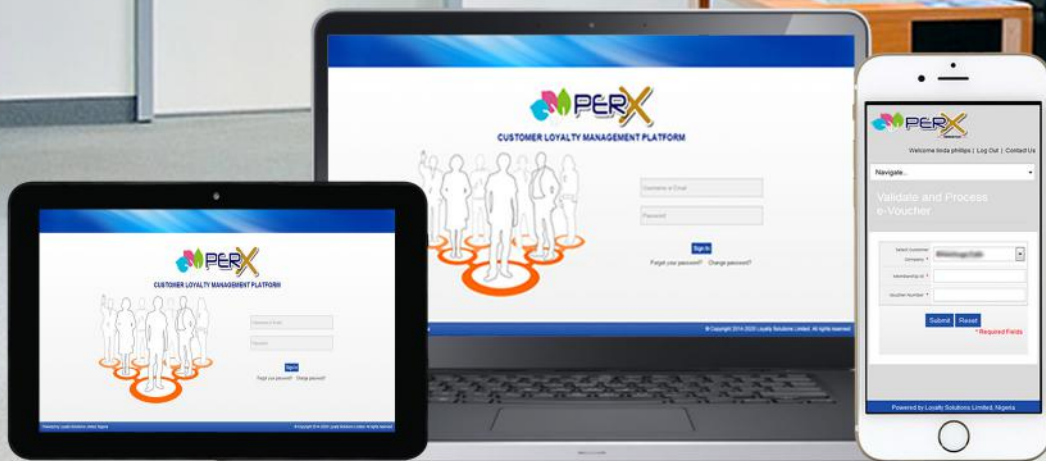




# Loyalty

# Management Solution

for B2C, B2B or Coalition Loyalty Operators.



Also Available on Blackberry, Android and IOS

PerX™ is available as a Cloud based or On-Premise solution, scalable for implementation in the SME, Enterprise & Coalition Environments

## ? Why PerX™

In the marketplace where companies compete in acquiring and retaining the same customers, the need for flexible software solutions for delivering your customized loyalty program becomes paramount.

PerX™ is designed to cover all features you need to implement and manage a world class customer and / or employee loyalty program. PerX™ can be used to create targeted campaigns based on defined campaign parameters – transactions, spend, transaction channel, sku, date and time or purchase etc. as well as customer engagement tools such as referrals, auctions, and sweepstakes.

### Easy To Use

PerX™ is easy to setup and use. it takes a few minutes to learn and become an expert on the application.

### Fully Customizable

PerX™ layout and colours can be modified to fit your brand expressions.

### Cloud Based Dedicated Servers

PerX™ utilizes SSL Technology and Dedicated Servers for client implementations

### Full Documentation

PerX™ comes with full documentation to guide you through the use of the application and to help you efficiently use the application

### 24/7 Support

PerX™ is easy to setup as we provide full customer support to our clients and we also provide maintenance services.

### Fully Secure

PerX™ employs a robust security architecture in its design. It utilizes user authentication, privileges and encryption technologies to control access.



PerX™ is a registered trademark of Loyalty Solutions Limited.

[www.myperxloyalty.com](http://www.myperxloyalty.com)

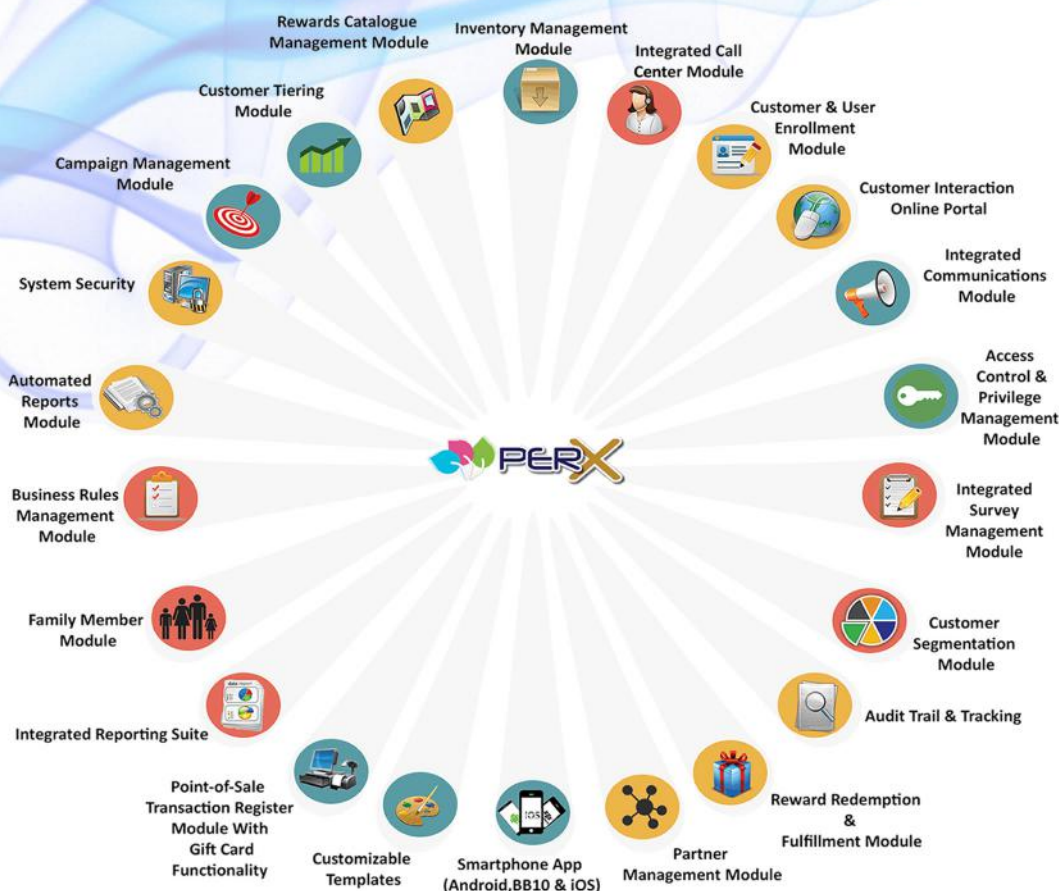






## Features of PerX™

We have developed PerX™ to cover all the processes needed to configure and manage a loyalty program for businesses of any size; SME, Enterprise and Coalition.



### Customer Self-Service Portal

PerX™ comes with a secure online (fully customizable) self-service portal for your members to access their unique loyalty accounts – view their points balances, update their profiles, provide feedback, respond to surveys, access partner benefits and lots more

### Partner Portal

PerX™ allows your partner a dedicated portal to view & action your customer redemption requests. Partners can also update status of requests in real-time

### Integrated Rewards Catalogue & Redemption Store

PerX™ comes with an in-built customizable rewards catalogue (with rewards inventory management) for your customers to view your program reward merchandise and redeem the same. The Catalogue includes a fully functional shopping cart to process redemptions and is integrated with delivery/fulfillment partners

### Call Center Module

PerX™ comes with a Call Center Module (fully customizable query & escalation configuration). The Call Center enables member call logging, queries, member interaction history views, profile updates and lots more. With proper mapping the data can be exported and uploaded on to your legacy call center database.

### Blackberry, Android & IOS App

PerX™ comes with responsive design Android, iOS and Blackberry 10 Smartphone/Tablet Apps for easy customer access; as well as a Company Staff version for use in mobile or quick service environments







## Features of PerX™



## Customizable White Label Platform

PerX™ is a fully customizable white-label platform that allows the customization of the platform templates across all modules to reflect your corporate brand expression. No coding required, the Onboarding setup is done in fully automated simple steps and you can create multiple templates to activate/de-activate on demand



## Multi-Currency Capabilities

For international businesses with multi-country operations, PerX™ comes with an in-built real-time currency API that will allow you to run a single program across multiple countries operating in multiple currencies but maintain a synchronization with your home currency; allowing you to maintain a consistent real-time reconciliation of loyalty points across your operating units.



## Multi-Channel Access

PerX™ allows you to integrate your program across all channels including online, tablet, mobile, social media, ATM's, Kiosks and POS terminals to allow for a seamless customer interaction/experience and efficiently track and monitor any customer issues and convert them to opportunities with the real-time feedback.



## Real-time Integration or Batch File Data Processing

PerX™ can be integrated in real-time with POS or other external transaction system through the use of standard API's to allow for the exchange of transactions in real-time OR through the use of secure FTP automated processing of transaction files through batch processing.



## Flexible Loyalty Campaign Configurations

PerX™ allows for the simultaneous execution of multiple campaigns to reward your customers with loyalty points, discounts or merchandise based on spend, SKU, frequency, cumulative, channel, tier, segment, location, merchant, partner, date, time, special events, and many more parameters. Create and run Regular, Periodic or Engagement campaigns (referrals/auctions/raffles/sweepstakes) to incentivize your customers to maintain & grow their brand loyalty



## Tiering & Segmentation

PerX™ allows you to create a multi-tiered program (based on multiple retention & upgrade criteria) and you can create program reward rules per tier. You can also define multiple Customer Segments based on Biographical, Transactional and Program Performance criteria



## Liability Management Support

PerX™ has an in-built Program Liability Management Tracking facility that allows you to instantly monitor your program liabilities to all parties (customers, partners, etc) whilst also tracking & reporting loyalty points expiry & forfeiture indices to provide you with a continuous real-time analysis of your program and reduce the manual overhead of accounting of your loyalty program.



## Customer Engagement Tools

PerX™ provides multiple customer engagement functions that can be utilized to enhance customer interaction with and value perceptions about your loyalty program. These tools enable you to engage your customers in fun & innovative ways.

- **Gamification:** Via your program website or your Loyalty Mobile App, these games can be played just for fun OR as part of your organized customer competitions. Candy Crush, Tetris, Sudoku and a more can be used as fun interactive program tools to get your customer community involved, engaged and earning points from your program in fun exciting ways



- **Auctions:** Get your customer community excited and involved by offering unique events, gifts or activities to be enjoyed by the highest bidder. Get your customer community using their points in a live bidding environment to enjoy exclusive offerings



- **Sweepstakes:** Link it to your existing points accumulation campaigns or run them as standalone activities. Surprise and Reward your customers with sweepstakes that can be configured for single, multiple or periodic winners with an in-built secure random winner selection application



## Customer Communication Tools

PerX™ provides multiple customer communication functions via email or sms that can be utilized to enhance customer interaction/feedback and the value perceptions of your loyalty program. With the ability to integrate with your own existing sms portal, these tools can be utilised at minimal cost.

- **Pro-Active Triggered Communication:** Via your program website and your Loyalty Mobile App, criteria can be set according to your preference to ensure that customers receive timely & encouraging notifications about their program performance, aspirational redemptions, events, news and lots more; thereby enhancing customer interaction with your business & enhancing customer transaction with your business.
- **Reactive Real-time Communication:** provide your customers with real-time notifications of their transactions, redemptions, statements, etc to keep your program and your business top of mind.
- **Location Based Communication:** Develop and communicate with your customers based on their location. Custom messaging centred around your locations/offices or partner locations can be developed and viewed by customers once they are within 3 kilometers of the location. Using GPS & location services on the customer smartphone, it is even easier now to remind your customers of your latest offer, event, service or activity and enhance their frequency of visits or patronage of your business



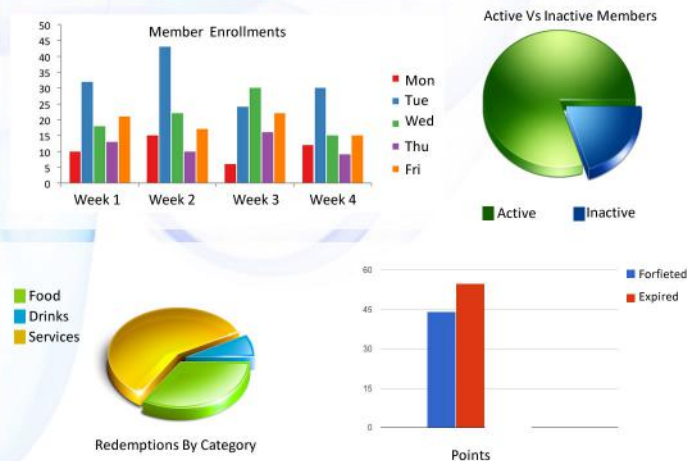


## Features of PerX™



### Dashboard

PerX™ comes with an in-built customizable dashboard that allows you to get an overview of your program performance, your member activity and other aspects of your program in a visually appealing graphical presentation.



### Audit Tracking & Access Management

PerX™ allows for the definition of User Access & Privileges based on function. Multiple User Groups with differing functions & privileges can be created and managed in real-time. Access to the platform is based on a 3-tier security architecture with each user uniquely configurable. PerX™ also has an in-built audit module which tracks & reports on every action (data input or output) carried out by users on the platform based on privileges (add/edit/view).

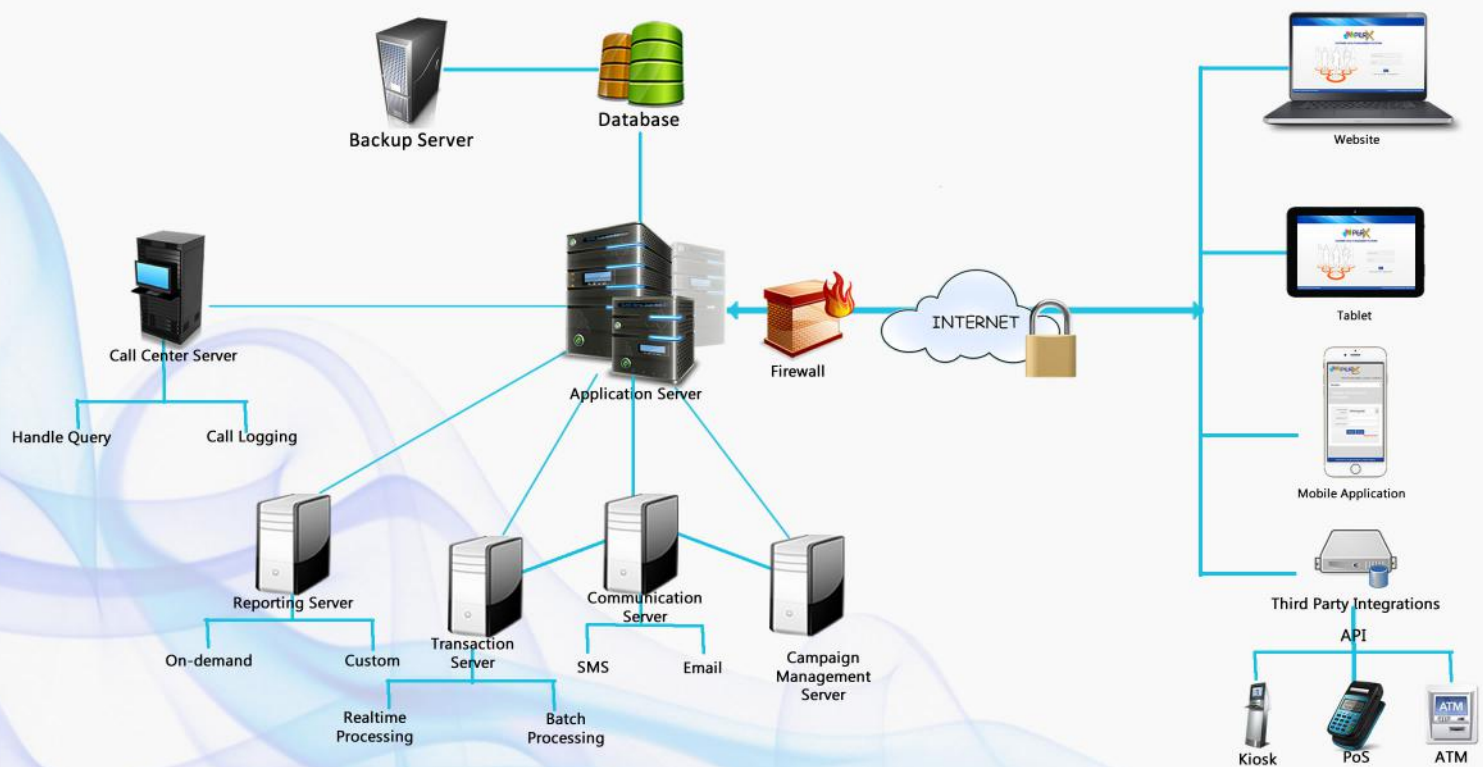


### Integrated & Automated Reporting Suite

PerX™ has an in-built Reporting Suite with reports covering Program Performance, Member Transactions & Performance, Inventory, Customer Redemptions, Call Center Activity, etc. These reports can be generated on-demand and can also be configured to be automatically generated and sent to designated recipients. All reports are exportable in MS Excel & PDF



### Cloud Based System Architecture







# About Loyalty Solutions Limited

Loyalty Solutions Limited was incorporated in June 1996, As an integrated loyalty services provider. Loyalty Solutions Limited (LSL) focuses on helping its clients acquire new customers, Improve customer loyalty, retention and extend the life-time value of the customer base through strategic loyalty marketing programs.

Loyalty Solutions Limited provides our clients with all aspects of the value-chain in the design, management & administration of customer loyalty & reward programs



## Loyalty Solutions Limited Services

### 1. Loyalty Program Consulting and Design

A customer loyalty program is a structured and long-term marketing effort which provides incentives to repeat customers who demonstrate a desired buying / spending behaviour. Successful programs are designed to motivate customers in a business's target market to return often, make frequent purchases, refer more customers, and shun competitors.

### 2. Loyalty Software Licensing

**PerX™** is an enterprise level customer management solution enabling companies' to create & manage acquisition, retention, growth, frequency & transaction based customer management strategies. Deployed either as a Cloud-Based or On-Premise solution, PerX™ offers a secure multi-currency multi-partner loyalty & rewards management solution to our clients.

**Premium Incentives™** is an online real time incentive application that caters to Single or Multi Branch environments. It calculates and applies the pre-configured incentives instantly to customers transactions. Premium Incentives can be deployed either as a Cloud-Based or On-Premise solution

### 3. Rewards & Fulfilment

Rewarding your customers for profitable transactions is the key to the relationship between a firm and its customers. Loyalty & Reward programs are most successful when they provide carefully selected reward items that will be appreciated by your customer segments. The incentives you select need to be tailored to match your participants' demographics, culture & profiles.

### 4. Discount & Lifestyle Benefits Network Development

We develop a customized ecosystem of discount and lifestyle benefit partners based on our clients segments / target market. This service provides instant discounts / benefits to card carrying customers who present / pay with their cards at these locations.

These benefits include but are not limited to instant discounts, cashback, VIP services, ticket and room upgrades etc. these merchants are sourced and managed daily by LSL.

### 5. World Privilege Plus

World Privilege Plus brings together discounts and privileges from global brands (including high street, entertainment and leisure, motoring, electrical, home and garden, fashion, food and drink, travel and gift card deals, etc) into a single platform that avails members with discounts that you can use in store and/or online, from hundreds of leading stores to help save members more money.

### 6. Card Design & Production

We design and produce full colour over the edge dual sided Chip Cards, Magnetic Stripe Cards, and Plain Plastic Cards compliant with ISO CR-80 standards. This service is either standalone or as part of our bundle loyalty service.

We produce and encode the following card types:

- Chip Cards
- Magnetic Strip Cards
- Gift Cards
- Barcode Cards
- Regular Plastic Cards

### 7. Customer Strategy Training

We provide customized in-house training courses in all areas of Customer Strategy allowing for the most cost-effective and efficient way to train your teams. We work closely with organizations to plan and formulate specific training solutions that will inevitably match your company's specific organizational requirements. Our training programs are customized to suit your particular needs at your chosen location at a date and time that is convenient for you at a highly cost effective rate.

### 8. Market Research Services

LSL provides professional market survey services for corporate clients and has established its expertise in design, development and deployment of accurate and customer defined research and survey projects in this area. Our survey engagement methodology breaks into the following phases:

- Survey design
- Survey Development
- Survey Execution & Data Capture
- Data Sorting & Analysis

#### Loyalty Solutions Limited

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