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MY LOYALTY

My Loyalty is an innovative integrated customer loyalty management solution thus ensuring your organisation to enhance brand loyalty by cultivating an ongoing relationship with your customer.

**CUSTOMER
RELATIONSHIP
MANAGEMENT**

**INVOICING
REPORT RISKS**

**FAST & SECURE
PAYMENT**

**STREAMLINED
DATA PROCESSING**

**LEVERAGE ON CUSTOMER BASE KNOWLEDGE
TO ADD VALUE TO YOUR ORGANISATION**

BENEFITS FOR THE CARD HOLDER

- Enjoy the advantages of loyalty programmes.
- Membership exclusivity.
- Keep history of transactions.
- Enjoy deals that suit your specific needs.

BENEFITS FOR THE COMPANY

- Save time and money.
- Manage loyalty programmes.
- Enhance revenue by increasing customer loyalty.
- Collect customer information.
- Evaluate return on loyalty.





MAIN FUNCTIONS OF MY LOYALTY

CUSTOMER RELATIONSHIP MANAGEMENT

- > Flexible model either in-housed or outsourced that suits your organisations.
- > Integrated system which reduces your operating costs.
- > Tailor made solution for parks and wildlife management system.

INVOICING RISKS REPORTING

- > 100% compliance with your organisation policy.
- > Improve efficiency, productivity and transaction costs.
- > Manage any commercial advantages linked with the service.

STREAMLINED DATA PROCESSING

- > Generate reports and statements
- > Integrated with your information system, ERP, CRM...
- > Database management, clients, cards and parks

FAST & SECURE PAYMENT

- > EMV Compliance with 3DES standard secured by a PIN Code.
- > Prepaid and post paid mode possible
- > Manage risks, consumption limits, mispayments and overstay

MY LOYALTY

SMARTCARD

- > Manage option and restriction.
- > Secure and electronic payment.
- > Store information for online/offline transactions
- > Cards secured by PIN code, diversified key per card.

EFT TERMINAL

- > Card authentication, transactions recording, validations and acquiring payments from cards.
- > Data transfer using PSTN / GSM or LAN / IP.

FRONT OFFICE

- > Cards / clients management and customisations .
- > User rights management
- > Cards / clients hot lists management.
- > Manage rewards and redeem points.

BACK OFFICE

- > Data processing.
- > VAT and discount management.
- > Statistics, statements and client risk management.
- > Audit & manage system environment.

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