



loyal

e-loyal is the ideal Customer loyalty solution, a modern alternative to vouchers, coupons and tickets. e-loyal helps the retailer to retain the Customer and increase the Customer spending at the outlets.

e-loyal gives higher flexibility to the Customers by allowing instant redemption of points accumulated. The customary long wait for processing earned points is no more. It has all the features necessary to manage Customer data and send periodic reports to them.

The software is scalable from a single store usage to multiple stores spread across various locations.

It could also be effectively used in large malls, where multiple retailers join together to implement a Customer Loyalty Program.

e-loyal works as a Customer relationship management system enabling personalized promotions and greetings to be sent to targeted Customer segments.

e-loyal, an ideal solution to manage Gift Cards.



Functions:

The loyalty points get loaded onto the smartcard through the e-500 terminal based on rules associated with the purchase value at the retail outlet. These points could be redeemed instantly at an associated outlet, depending on the rules set by the retailer. All terminals are connected to the central server using the TCP-IP or modem connectivity. The transaction details will be uploaded to the back office at the scheduled time and customized reports can be generated using various criteria.

Scalability:

- One Store Loyalty
- Multi-Store, Multi-Location Loyalty
- Mall based Loyalty
- Multi-Mall based Loyalty



Technology:

- ODBC to SQL, Oracle, Sybase and MS Access databases
- XML data exchange and interfaces
- .Net 2005 development tools

Terminal:

- Contact and Contactless card support
- TCP-IP, RS232 and GSM/GPRS, Modem interface
- Keypad and LCD with backlit
- Built-in receipt printer
- Internal ARM processor
- 4 MB memory
- Smartcard based log-in and log-out

Software Features:

- Instant redemption of the loyalty points
- Portable data with high security on cards
- Offline authentication for the transaction
- Lost and stolen card listing
- Multiple card category type support
- User definable formulae for accumulation and redemption
- Terminal based and PC based modules
- Card issuance
- Single pass encoding with printing

- Easy to implement backend system
- Administrator defined user privileges
- Customized report design

Software Standards:

Complete software development cycle is achieved using quality management system and follow IEEE documentation procedures.

Reports with Customizable Features:

- Members report with dependants
- Cards report
- Card holder history report
- Detailed points report
- Points summary report
- Points accumulated report
- Points redeemed report
- Product analysis report
- Accumulation business rules report
- Redemption business rules report
- Terminal business rules
- Member analysis report
- Blacklisted cards/members report

