

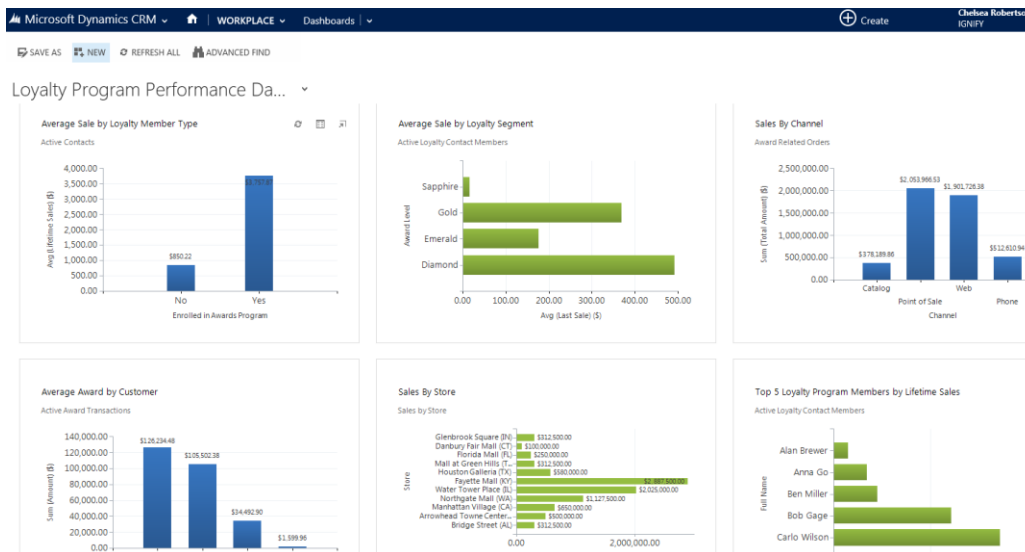
Loyalty Management with Microsoft Dynamics CRM

Today's consumers expect to be incentivized to choose your merchandise over that of your numerous competitors, and loyalty programs are one of the best ways to do that. Ignify's [Loyalty Management Solution for Microsoft Dynamics CRM](#) helps you meet the changing demands of your customers.

By 'gamifying' the shopping process, you give your customers additional reasons to buy. For example, a few reasons why a customer may choose to shop with you as a result of loyalty management could be:

- The ability to redeem points earned from loyalty programs toward purchases.
- Enabling loyalty program members to receive rewards of discounts or free items.
- The ability to reach the next loyalty threshold.
- Taking advantage of special rewards program promotions (i.e., double points given on a customer's birthday, etc.).
- Keeping rewards points from expiring so that a customer can redeem them at whatever time they choose.

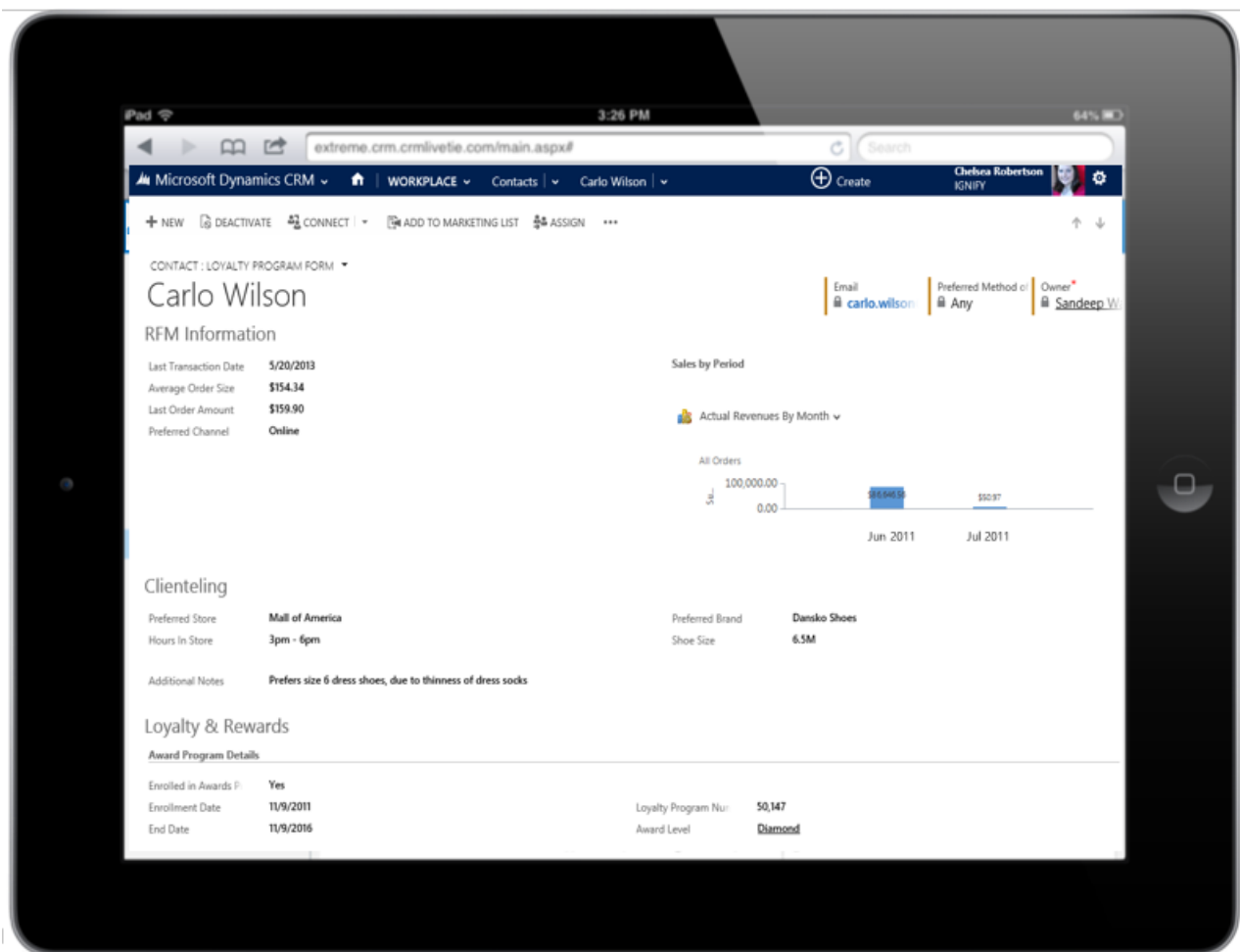
By combining a loyalty management solution with Microsoft Dynamic CRM's powerful reporting engine, you can view useful reports and analyze your loyalty programs effectiveness.



Microsoft Dynamics CRM's dashboard functionality provides an array of important reports right at a user's fingertips, providing powerful insight into loyalty program performance.

Microsoft Dynamics CRM can provide the consolidated customer master record and history for each customer across all channels. This aggregated customer record and history can be leveraged for the Omni-channel loyalty program as well as clienteling to provide a 360° view of customers to the in-store executives.

All online and offline transactions can be brought into Microsoft Dynamics CRM and tracked, reported on, and used for marketing segmentation. Each client profile can be stored in Microsoft Dynamics CRM, and can be edited/updated either online or offline by the client via the customer portal, by in-store associates, or by the customer care/marketing team.



Clienteling on a customer's contact record.

The Loyalty Management Solution allows businesses to better understand their customers and strengthen the customer relationship. The solution is tailored for businesses across industries, giving

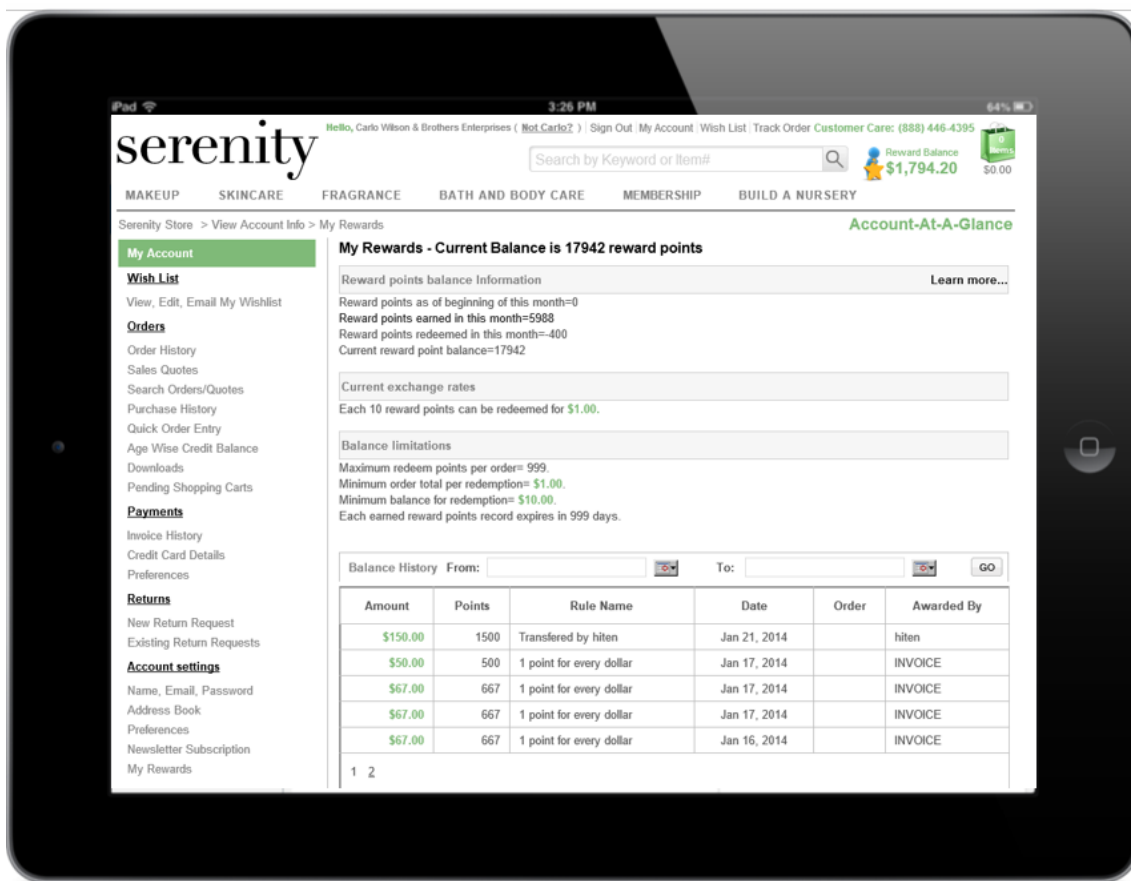
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organizations the ability to make their loyalty programs part of their entire marketing strategy, focus and build relationships with their customer base, and provide opportunities and outlets for brand advocacy.

The Loyalty Program provides functionality that will help marketers manage data and turn into useful marketing analytics and create help them develop broad programs that will make customers feel more connected, enthusiastic, and dedicated to their products and services.

In addition Microsoft Dynamics CRM for Loyalty Management with Ignify's Customer Portal allows customers to access and update their account information, see award balances, redeem awards on their online accounts, and also supports mobile.



Example of a Customer Portal for customers to see and redeem their awards points.

Customer Profile Analytics and Reports

- Track average order size by award tier
- Track average spend by award tier
- Advanced customer profile – category/item preferences for tailored marketing activities

Customer Award Management

- Setup of award rules
- Set up points per dollar spent
- Set up points per dollar per item
- Manage Award Tiers
- Manage points per dollar by Award Tier

Award Management Rules for Customer Rewards

- Automatically award points with every sale/transaction from various channels including web, POS, In-store, Phone orders
- Record redemptions and automatically update point balance

Promotions Management

- Define promotions for the loyalty program
- Define ranges for dollar spending limits, quantities, start and end dates.
- Define channels (web, store, catalog, etc.) that will participate in promotion
- Define discount rules and how they will be applied
- Apply discounts to orders

Ignify is a global leader in providing loyalty management solutions for different industries. For more information, email loyalty@ignify.com, call Ignify at (888) IGNIFY5, or visit www.ignify.com.