



LOYALTY  
CONSULTING  
SERVICE



CUSTOMER  
DATABASE



MEMBER  
TIERING AND  
TAGGING



ADVANCED  
RULES  
ENGINE



MERCHANT  
AND CONSUMER  
PORTAL



MOBILE  
APP



FRAUD  
PREVENTION  
AND MGT



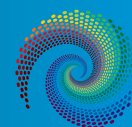
LOYALTY  
INSIGHTS

## Grow your business by attracting and retaining your loyal customer base through an enhanced customer experience that is rewarding for all.

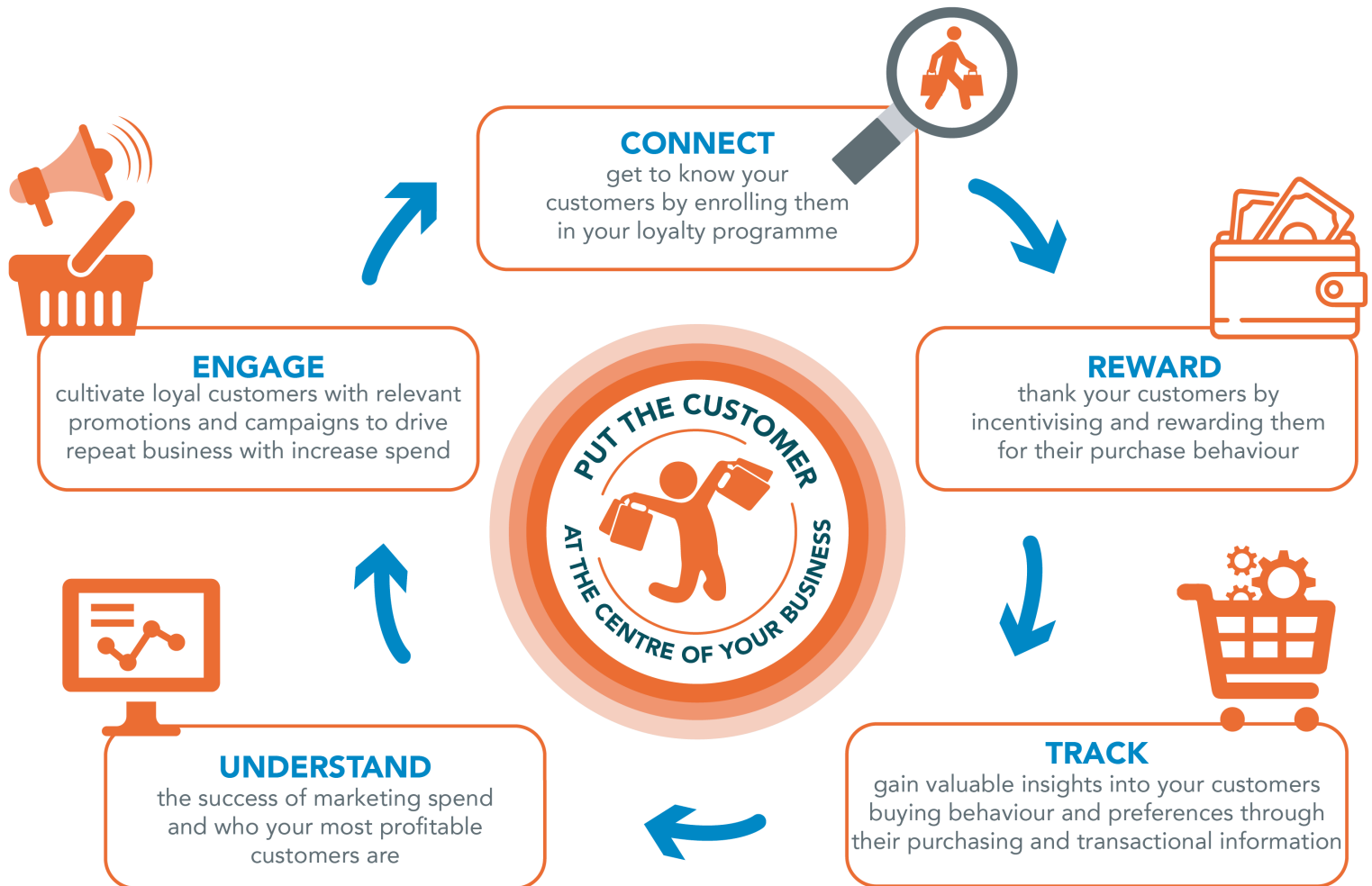
Loyalty is about understanding your customers, their buying behaviour and preferences. These insights can be used to engage, incentivise and reward them, and to ensure repeat business, increased basket size and value, new customer acquisition and customer retention.

Innovation's Loyalty Service can be integrated across all customer facing transactional channels and provides merchants with all the tools needed to create and maintain a loyalty programme, thereby ensuring that the customer is placed at the centre of your business.

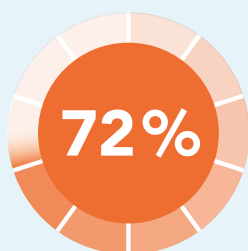
The Innovation Loyalty service forms part of our comprehensive customer engagement offering and can be further augmented through the implementation of our Innovation Shopper Marketing solution. It is backed by our powerful insights offering and an enhanced reconciliation service.



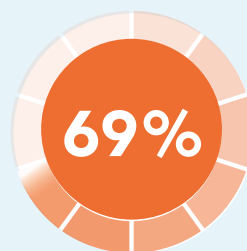
## THE LOYALTY PROGRAMME EXECUTION CYCLE



## DID YOU KNOW?



of customers will buy from a retailer with a loyalty programme over one without



of customers are more likely to participate in a loyalty scheme if a mobile app is available

## FEATURES & BENEFITS:

**Strategic loyalty consulting service** - in order to assist in ensuring the success of your loyalty programme, Innervation offers a loyalty consulting service, to evaluate and define the strategic business objectives to be driven by the programme, and makes recommendations in terms of achieving these objectives and assists with the ongoing programme execution.

**Customer database** – store all your customer's personal details and contact preferences in one central repository.

**Token Agnostic** – flexibility in terms of the token used to identify the loyalty member e.g. card number, cell number, account number, mobile app etc.

**Member tiering and tagging** – these functions enable you to identify and reward a specific set of members based on certain criteria, which may be demographic and / or transactional.

**Advanced rules engine** – a highly capable rules engine that can apply reward rules in real-time against transactions, and reward members automatically based on spend, items purchased, tiering and tagging.

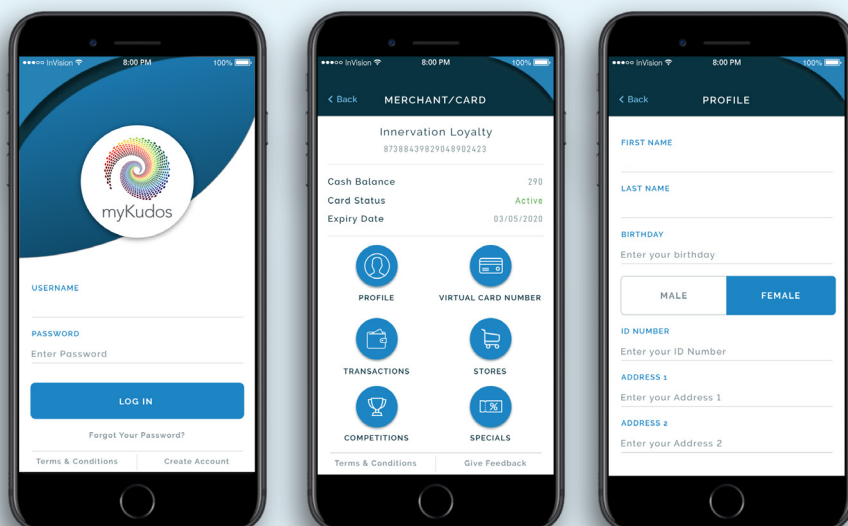
**Web portals** – the Innervation Loyalty Service comes with an extensive merchant web portal with rich admin functionality and reporting capabilities, as well as a consumer portal allowing loyalty members direct access to a number of self-service functions.

**Mobile app** – the Innervation Loyalty Service is supported by a mobile app, myKudos, enabling customers to sign up / register for loyalty, link existing loyalty cards, edit profile information, view transactions, balances, notifications, promotions and perform store look-ups.

**Fraud prevention & management** – the ability to detect potential fraud and to manage all such transactions.

**Reporting** – a number of on-demand reports are available via the merchant web portal – these provide insights into the effectiveness of your loyalty programme and can be used for generating marketing campaigns.

**Loyalty insights** – comprehensive insights are available via the Innervation Portal. By using store, member, product and transactional details, merchants are able to gain valuable insights into their loyalty programme performance, store, member and product dynamics.



# WHY USE THE INNERVATION LOYALTY SERVICE?

Loyalty forms part of Innavation's **comprehensive customer engagement offering**. Our customer engagement solutions enable retailers to build real, meaningful relationships with their customers by utilising sales and payment data to optimise the customer experience and grow revenues. This offering also includes: Gift Card, Virtual Vouchers, Shopper Marketing, Insights, and Electronic Receipting.

Shopper Marketing can be used to augment a Loyalty programme by generating **individualised offers and rewards** for identified customers through big data and machine learning.

Through our Insights offering, retailers are provided with a **single view of their customers** across all our services.

The ability to **use existing payment infrastructure & capabilities** i.e. PED for loyalty card swipe, mobile QR payment (mobile apps for loyalty).

A **common reconciliation service** used across all processes i.e. common people, tools, and systems etc.

**Compliance** – use of PCI compliance framework within the customer engagement domain to assist with POPI compliance.

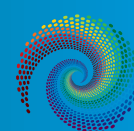
Our integration layer for all services ensures a comprehensive **omni-channel deployment**.

We offer **competitive fee structures**.



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innervation  
PAN African payment solutions  
innovate - integrate - inspire