Global Fidelio Management Suite

Best way to encourage your customers to come back.

MFS

Maroc Fidélité Stimulation

Why you need a Loyalty software?

In a marketplace where companies compete in acquiring the same consumers and clients become increasingly demanding, the need for agile and flexible software solutions for delivering a loyalty management strategy becomes paramount. Unifying Loyalty Management and Customer Relationship Management, both in terms of strategy and systems, increases the success of client acquisition and retention programs.

Benefits of Loyalty Program

Statistics show that customers belonging to a loyalty card program visit a business, on average, twice as often, and spend four times as much money.

2007/2008, Parago [3]

Retailers who take meaningful steps to drive consumer loyalty are *88% more profitable* than their competitors who do not.

2000, Deloitte Research [4]

Why our platform?

Global Fidelio Management Suite is a Loyalty Management System based on Payments Technology. It covers the complete lifecycle of loyalty management – from member acquisition and retention to client behaviour and loyalty program performance analytics. Global Fidelio provides a unified platform to cater for loyalty management, sales and marketing automation, and customer care, all acting in a single data repository thus avoiding complex integrations and data inaccuracies. Processes related to managing members, tiers, promotions, redemptions, and partners are available to business users via easy to use modules thus removing dependency on technical resources.

A rule-based engine for defining personalized and innovative promotions in an intuitive manner dramatically decreases the complexity traditionally associated with such processes. Multi-language and multi-currency support, a rich set of API's, an embedded workflow engine, and a rich set of analytics and dashboards provide the answer to the needs of any organization looking to upgrade or introduce a loyalty management platform.

Global Fidelio Management Suite

GFMS

Key Features

- Member enrolment and management
- Rules and rewards engine
- Voucher, coupon and gifts management
- Tracking and auditability
- Communication management
- Web based management interface
- Reporting and dashboards for Business Intelligence.

Member Enrolment and Management

- Enrol members on the platform for separate products, services and loyalty programmes
- Receive data feeds from existing back-end systems (e.g. CRM, Point of Sale) and legacy databases for enrolment
- Define the attributes you would like to collect about your members
- Manage programme tiers and tier migration.
- Manage multiple loyalty schemes

Rules and Rewards Engine

Global Fidelio's loyalty engine is a carrier-grade dynamic rules engine and rate plan configurator that will allow you to:

- Define programme rules and policies
- Set-up promotional offers
- Create simple to highly sophisticated rules for redemption, rewards and bonus allocation
- Maintain loyalty currencies, tier levels, bonuses, upgrades and loyalty point expiration
- Adjust redemption prices dynamically based on member profiles
- Integrate with reward spend partners and allow for the transfer of points
- Incorporate internal or partner catalogues for reward redemption.

Voucher and Coupon Management

- Create and manage vouchers
- View the status of your vouchers including creation, distribution and activation
- Receive and manage partner vouchers
- Accommodate various voucher types and currencies.

Tracking and Auditability

- Track all customer engagements with your brand
- Accept and integrate incoming customer transaction records from any access channels such as CRM, POS and e-commerce
- Translate transaction records into loyalty currency earnings
- Link customer profiles to their transaction records for Business Intelligence
- Generate a single, rich loyalty event record for each customer interaction for auditing purposes.

Communication Management

- Automate multi-channel communication to members based on business rules set up in the rules engine
- Global Fidelio is a platform allowing you to communicate via bulk SMS, Email, Web or Mobile.

Web Based Management Interface

- View member account details
- Adjust dynamic pricing and reward plans
- View real-time service operations
- Integrate with our call centre (MFS)
- Allow members to log-in and view their profile, loyalty status and balance
- Manage dynamic promotional pricing and reward plans.

Reporting and Dashboards

- Loyalty event data records are generated for all member interactions
- Records are generated in real-time and spooled every ten minutes
- Records can be extracted and imported into your existing CRM and Business Intelligence tools for customer profiling and behavioural analysis.

They trusted us