



C A R E S

Customer Administration & Relationship
Enhancement Solution

To address the emerging challenges of customer relations in an increasingly competitive business environment, companies are turning to CRM solutions to maintain and enhance their customer base and satisfaction.

CARES (Customer Administration and Relationship Enhancement Solution) enables organizations to optimize customer relationships at every touch point seamlessly, leading to personalized treatment and stronger loyalty. CARES handles customer profiling, promotions, behavior tracking and analysis as well as reward point processing.

FEATURE

- State of the art technology.
- Three Tier Architecture
- Web based front-end
- Sophisticated Analysis and Reporting.
- Robust System Security.
- Scalable and Customizable.
- Customer Contact Suite interface
- Skilled Support.

BENEFIT

- Reward loyal customer
- Identify most profitable customers
- Plan and implement campaigns
- Analyze buying behavior of customers
- Enhance customer service and satisfaction
- Increase sales revenues
- Identify cross-selling opportunities
- Provide complete sales information
- Marketing campaign effectiveness measure

CARES is a customer profiling, point based reward system that offers facilities to collect, store and mine customer and transaction data with a view towards tracking customer preferences, analyzing trends and rewarding loyal and frequent customers.

Added functionality helps you target the right prospects, customers through effective campaigns and further analyze effectiveness of these campaigns.

Modules include tier management, card maintenance, customer maintenance, point calculation, redemption, bonus calculation, lucky draws, analysis and reporting.



TECHNOLOGY

CARES has been designed using a state-of-art three-tier architecture. Three-tier systems have evolved in conjunction with advances in desktop computing, new storage technologies, improved network communications, Internet, and enhanced database technology.

These thin client applications allow users to access the system through the Internet with 24 * 7 availability; at the same time enabling information to be securely managed in a centralized database. Application logic is stored on the application server, which forms the middle tier of this architecture.

FUNCTIONS

Loyalti Card Details

The system generates card numbers and associated PINs before cards are distributed to outlets for issue to customers.

FORM 1.7: APPLICATION SUMMARY REPORT
DATE: 01 April 2003 to 30 April 2002

No. Entry	Code	Date	Card No.	Name	Outlet	Card No.
1	Store A	12	123456	John Doe	1234	5678
2	Store A	12	234567	Jane Smith	1234	8901
3	Store A	12	345678	Bob Johnson	1234	2345
4	Store A	12	456789	Alice Brown	1234	6789
5	Store A	12	567890	Charlie White	1234	0123
6	Store A	12	678901	Diana Prince	1234	4567
7	Store A	12	789012	Frank Miller	1234	8901
8	Store A	12	890123	Grace Kelly	1234	2345
9	Store A	12	901234	Henry Ford	1234	6789
10	Store A	12	012345	Ivy Green	1234	0123
11	Store B	13	123456	Jack Black	5678	9012
12	Store B	13	234567	Jill Green	5678	3456
13	Store B	13	345678	Tom Grey	5678	7890
14	Store B	13	456789	Uma Blue	5678	1234

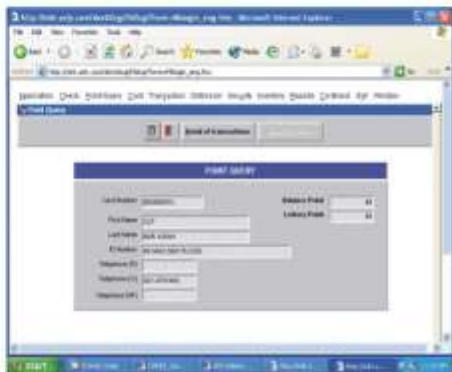
Application Summary Report

Maintain Customer Information

Customer information from application forms that are filled in at outlets, at time of card issue, is stored in the system. Exceptions/errors are recorded and a system of alerts notifies operators of these conditions.

Calculate Points Earned & Perform Points Query

Based on predefined rules, points earned by each member are calculated according to transaction volumes. These rules are parameterized & can be set up as per criteria defined by the user. A range of validation is carried out to ensure that the calculation process is error free and complete. Supervisors and Customers can access the system online to ascertain the number of points available for Redemption.



Point Query System

Handle Associates / Co-Branding

Facilities are provided to enable associates with existing reward points system to integrate their Customer Loyalty Program with CARES.

Rules & Schemes The Point Accumulation Matrix

Enable the users to create flexible point accumulation matrix. This system allows the user to create 'rules' for various parameters based on predefined rules, points earned are calculated for each member as per criteria defined by the user. Validations ensure that the calculation process is error free and complete. Supervisors and Customers can access the system online to ascertain the number of points available for redemption.

Multi Tier Capabilities

Multiple Tier management module allows the user to create, manage, modify, delete tiers. Definition allows for automatic upgrade/down grade of members between tiers. Validation process for the points and tiers of all members.

Maintain Redemption Details

Number of points redeemed by customers are updated online each time customer requests a reward. Validity of the request and availability of the required points is checked online through the point query facility.



Redemption Screen

Adjustment of points is also done to cater to any correction in customers transaction history.

Upload Data Transaction

Details of data transaction by members of the loyalty card program are transferred using FTP from outlets to the central office. An interface is available to automatically upload this information into the database. Since transaction volumes are typically large, the upload interface includes optimization techniques to minimize process durations.

Loyalty Profiling for Customers

CARES can help produce analytics which will provide information regarding customer migrations. It could also identify products which can influence such migrations. New campaigns can also be created to address these concerns.

Generate Lucky Draws

As a further loyalty promotion initiative, members can participate in lucky draws. Lucky draw points are issued to customers based on their transaction volumes and the actual lucky draw process can be run dynamically with winning numbers being picked and displayed by the system.

Analysis & Reports

- A range of status and analysis reports are produced including the following:
- Customer Information report : profile & transactions
 - Loyalty Program Applications Processed
 - Most active members
 - Points status report
 - Branch Member Transactions
 - Point Redemption Reports
 - Card received report
 - Card Distribution report

Support for Multi Merchant

Host loyalty schemes for multiple clients. Clients can be identified using 3 level hierarchical definition.