

# ExtraLoyal: 360 Loyalty Management Platform

**Create tangible value by putting customer insight into every action**

With ExtraLoyal, we enable our clients to propose online/offline offers according to each unique customer's shopping behaviour and patterns.

We add «**Event Stream Processing and Action Management**» to your Loyalty Program:

ExtraLoyal has a REAL TIME & RULE BASED intelligent engine that captures customer and product-based transactions and converts them into rule-based actions.

## Benefits for the Organisations:

Fast, flexible and proven

Easy to implement and use

On-site installation or SaaS

Omni-channel usage

All creative ideas are campaignable

Quick response to customer needs and competition

Fast delivery to action without IT support

Attracts loyal customers

**Engage more,  
Sell more**

## Benefits for the Customers:

Always get recognized as a unique client

Omni-channel reach to the organisation

Relevant and personalised offers according to personal preferences

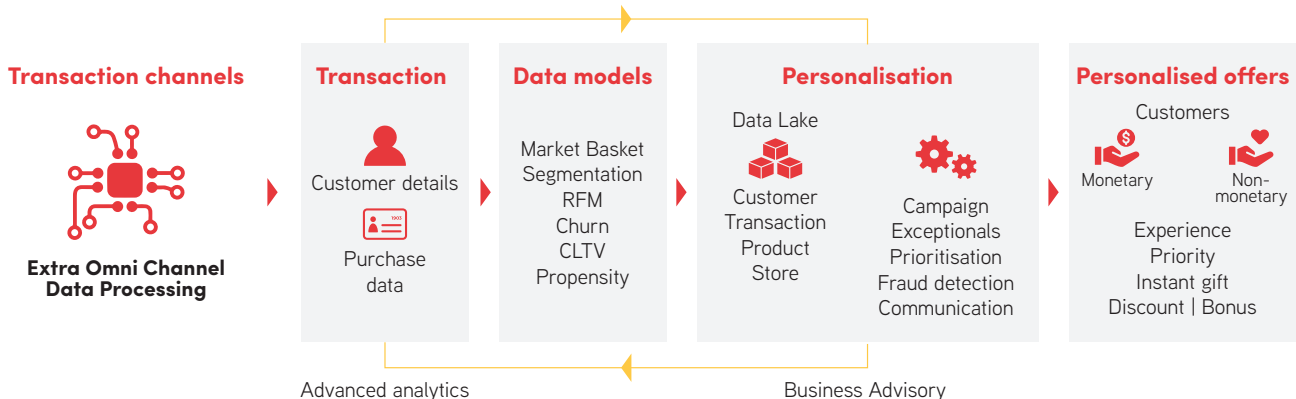
Instant access to personalized promotions and campaigns

Always interested by creative offers

Get better deals and save money

**Get better deals,  
pay less**

**Directing the right customers to their customized offer, in the right place, at the right time**



## ExtraLoyal Platform Components

- Customer / Card Management System
- Campaign Management System (Bonus, Discount, Cash Back, Gift, Coupon etc)
- Fraud Detection & Prevention System
- Exceptional Case Management System
- Merchant/Terminal Management System
- Product Management
- Transaction Management

### Integrations

- Terminal Systems (ECR, POS etc)
- ERP and CRM Systems
- Reporting/Data Analytics platforms
- Personalized communication (SMS, Emails)
- Call Center Systems
- Social Media Platforms