







Fidelity Market Overview

Loyalty and incentive programs are present in all companies to interact with sales agents, internal professionals and final consumers.

Expanding presence for different segments and industries, and evolving its rewards model, in addition to points, for discounts in retail, cash back mechanics, subsidized offers, benefit clubs, among others.

They are fundamental for the capture of data, in the important environment of BIG DATA, making it possible to identify needs and behaviors of the client to implement customized solutions.

Increasingly, the experience and the identification with the values of the brands are important decision factors when it comes to going to a job or buying a product.

- 84% declare that loyalty programs influence the relationship with the company in the long term (Nielsen, 2018).
- 50% report being dissatisfied with their current job (Instituto Locomotiva, 2017).
- 36% of consumers expect brands to know their preferences, needs and purchasing behavior.



More than

120 M

Records in loyalty programs;

More than

R\$ 3 Bi

Invoiced in 1° week/2018

More than

136 Bi

Issued miles in 1°week/2018







We place the best professionals and market methodologie at your project's disposal.

STRATEGY AND PLANNING

Consultancy of business

Financial viability

Drawing of the technical solution

TECHNOLOGY AND INFRASTRUCTURE

Digital platforms

Apurations

Infrastructure in cloud

Safety and prevention

SERVICES AND OPERATION

Communication

Backoffice

Management of alliances

Travels

INTELLIGENT MANAGEMENT

CRM

BI

U X

Activation

FOCUS ON THE CLIENT'S RESULT







Training

Travel and ecperiences

Discounts

SERVICES AND CONVENIENCE

E-COMMERCES

Associates Hubs

More than a platform, Web Awards is a business tool.

Google Play

Smiles

C&A)

UBER

FAST.

POLISHOP

VTEX

Allows the dynamic pricing of the cost / point by profile of the participant (up to the CPF level) and / or by partner, in addition to total personalization of the showcase in terms of product, category and supplier. Artificial intelligence based on browsing behavior for the personalized recommendation of products and activation actions.

🕊 Cinépolis.

multiplus

Carrefour (

PRENNER

Shell RESGATE FÁCIL

WALITA

natura

CINEMARK

CVC

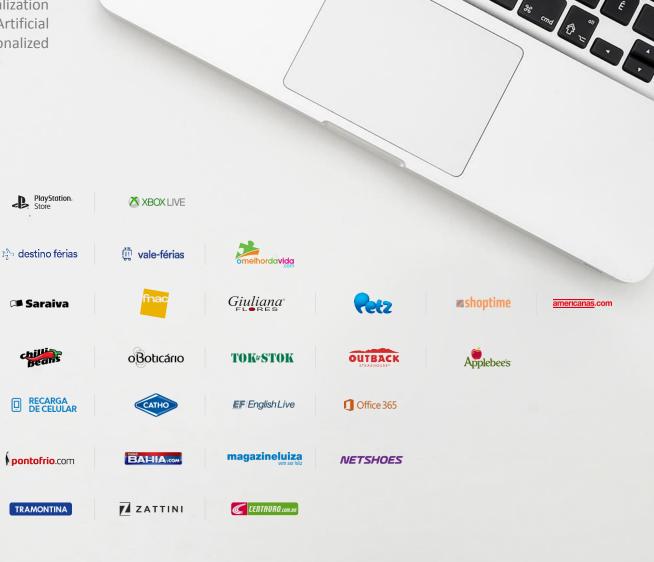
multi cash

marisa

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Main client of Microsoft Azure in Brazil.

Stability and surveillance in all layers (infrastructure, application, business).

We have more than 40 integrations with information exchange with banks, operators and retailers.

We are adhering to 98% of the standards required by the PCI certification, having a Trustwave (PCI Certification) award.

Processes of controls and policies audited annually by the PwC (PriceWaterhouseCoopers).

















NO ONE SIZE FITS ALL





Club of Benefits



Likes









Vacations







Loyalty Programs

To increase your sales



Incentives programs





Incentives travels

To optimize your sales chain



Cooperative Leads administration programs

To integrate and train teams



Relationship programs



Corporate events

Thank you



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