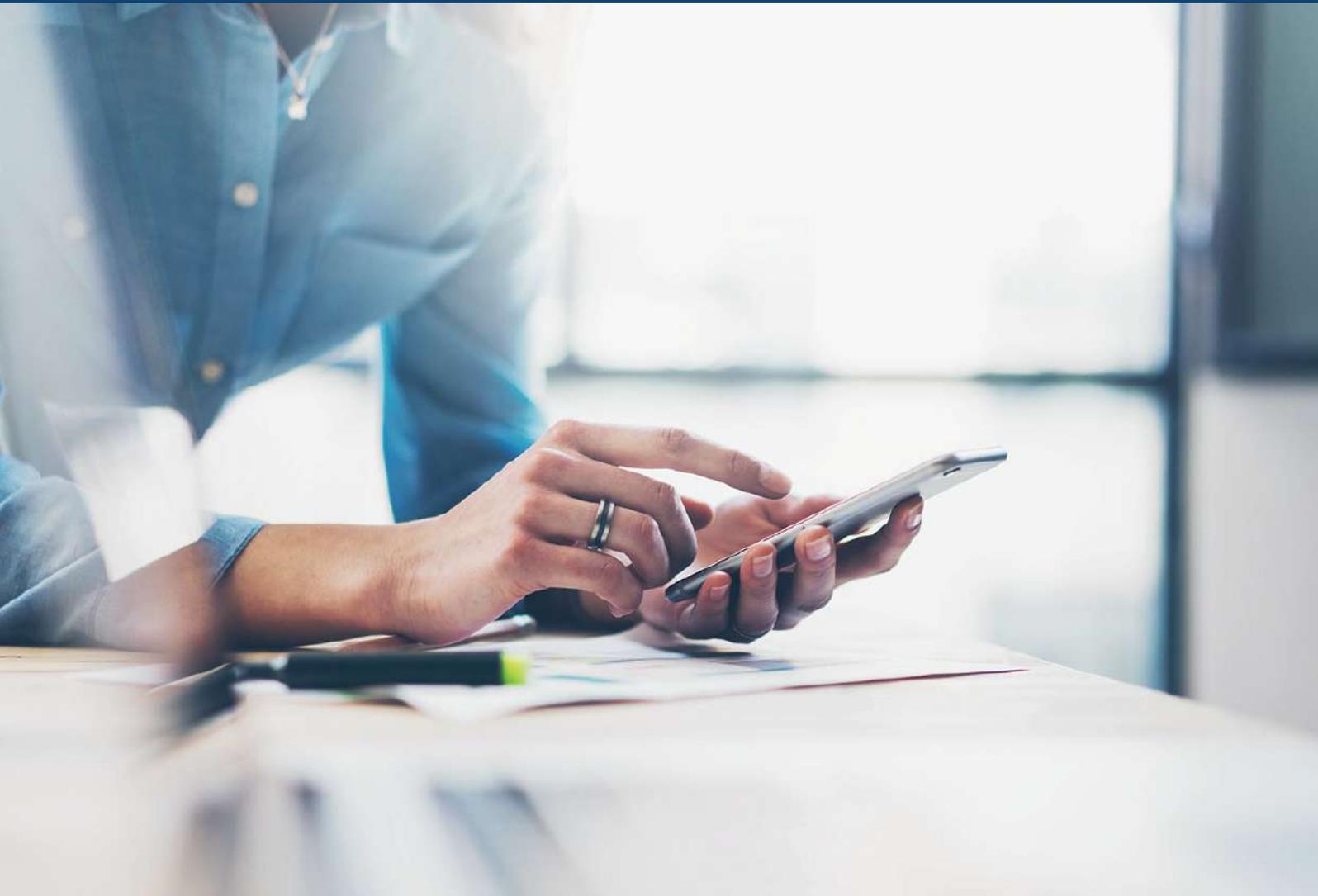


# LOYALTY PROGRAM MANAGEMENT SYSTEM

Loyalty Program Management System is a comprehensive system that allows you to create and realize successful global loyalty programs in an easy way.

It enables your customers to manage their reward points by purchasing with multiple currencies. You can monitor interactions between customer and the loyalty program easily. By supporting both B2C and B2B operators, Loyalty Program Management Solution enables you to collect customer data that helps you to identify potential repeat customers and to analyze their buying behaviors to plan a sales strategy focusing on target customers.





## 1 Points Earning and Auto Tiering

Loyalty Program Management System will automatically update your customer's membership level according to the setting of your membership tiers. The Auto-Tier upgrade or downgrade feature is enabled by rule-based loyalty engine.

Customer can earn reward points with multiple currencies by making purchase or by purchasing selected product group or by making purchase within a period of time.

## 2 360-Degree View of the Customer

Integrated with social media, the system enables you to send instant message to customers across social media platforms including Facebook, WhatsApp and WeChat.

You can analyze customer's reward points and their reward histories. It enables you to manage your customer case and promotion campaign on the single platform.

Customers can access their membership accounts to view their reward point balance and their reward points history records.

## 3 Coupon Management

It allows you to define the promotion rule to generate coupon to target customer. Customers can redeem their rewards by points through web or mobile app.

## 4 RFM Tagging

Loyalty Program Management System can score and tag your customer depending on their Recency, Frequency and Monetary. Then the system can classify their customers into different categories or segments.

## 5 Social Media Message Integration

Loyalty Program Management System can be integrated with several social media platforms e.g. WeChat, WhatsApp. User can reply the message via Loyalty Program Management System. Multiple-channel conversation can be consolidated into individual profile.



## ACW Solutions Profile

- ▶ Achieved “**Microsoft Gold Certified Partner**” status for **14 Consecutive Years (2007-2020)**
- ▶ Named to Microsoft President's Club. Microsoft President's Club honors high-performing partners for their commitment to customers
- ▶ Achieved the prestigious Microsoft Dynamics Inner Circle. The Inner Circle recognition is awarded to the top 1 percent of Microsoft Dynamics partners globally. Membership in the Inner Circle for Microsoft Dynamics is based on the achievements of the top echelon of partners in the Microsoft global network of partners
- ▶ Achieved “**Certified for Microsoft Dynamics**” (CfMD) status. CfMD is the accreditation for partners to meet Microsoft's highest standard for their developed solutions
- ▶ Elected as the winner of “**PCM BIZ.IT Excellence in IT Solution Excellence**” by PC Market. ACW Solutions has received this award for **3 Consecutive Years**

Act Now and take advantages of the above solution. Simply call ACW Solutions at **3111 2956** or email to [enquiry@acw-group.com.hk](mailto:enquiry@acw-group.com.hk)

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