

Loyalty Management Solution

Reward customers as they shop to drive repeat buying behavior and customer engagement.

Today's consumers expect to be incentivized to choose your merchandise over that of your numerous competitors, and loyalty programs are one of the best ways to do that. Loyalty Management with Microsoft Dynamics 365 helps you meet the changing demands of your customers.

By 'gamifying' the shopping process, you give your customers additional reasons to buy. For example, a few reasons why a customer may choose to shop with you as a result of loyalty management could be:

- ✓ The ability to reach the next loyalty threshold
- ✓ The ability to redeem points toward purchases
- ✓ Enabling members to receive discount or free item rewards
- ✓ Members can purchase a paid membership with bonus features
- ✓ Special rewards program promotions, like birthdays, etc.
- ✓ Rewards points that never expire



By combining our Loyalty Management Solution with Microsoft Dynamic 365's powerful reporting engine, you can view useful reports and analyze your loyalty programs effectiveness.

Microsoft Dynamics 365 can provide the consolidated customer master record and history for each customer across all channels. This aggregated customer record and history can be leveraged for the Omni-channel Loyalty Program as well as clienteling to provide a 360° view of customers.

All online and offline transactions can be brought into Microsoft Dynamics 365 and tracked, reported on, and used for marketing segmentation. Each client profile can be stored in Microsoft Dynamics 365, and can be edited/updated either online or offline by the client via the customer portal, by in-store associates, or by the customer care/marketing team.

The Loyalty Management Solution allows businesses to better understand their customers and strengthen the customer relationship. The solution is tailored for businesses across industries, giving organizations the ability to make their loyalty programs part of their entire marketing strategy, focus and build relationships with their customer base, and provide opportunities and outlets for brand advocacy.

The Loyalty Program provides functionality that will help marketers manage data and turn into useful marketing analytics and create help them develop broad programs that will make customers feel more connected, enthusiastic, and dedicated to their products and services.

Microsoft Dynamics 365 for Loyalty Management, along with our Customer Portal, allows customers to access and update their account information, see award balances, and redeem awards on their online accounts. This is all supported on mobile devices as well.

Customer Profile Analytics and Reports

- Track average order size by award tier
- Track average spend by award tier
- Advanced customer profile - category/item preferences for tailored marketing activities

Customer Award Management

- Setup of award rules
- Set up points per dollar spent
- Set up points per dollar per item
- Manage Award Tiers
- Enable customers to purchase a paid membership with additional benefits
- Manage points per amount by Award Tier

Award Management Rules for Customer Rewards

- Automatically award points with every sale/ transaction from various channels including web, POS, in-store, phone orders
- Record redemptions and automatically update point balance

Promotions Management

- Define promotions for the loyalty program
- Define ranges for dollar spending limits, quantities, start and end dates
- Define channels (web, store, catalog, etc.) that will participate in promotion
- Define discount rules and how they will be applied

Why Hitachi Solutions

We offer deep industry expertise combined with decades of experience providing high-value solutions that deliver rapid return on investment. Our approach is designed to give you a faster, lower-risk implementation and rapid adoption through proven best practices.

- It starts with core technologies built on Microsoft Dynamics 365 so you can get up and running quickly
- We extend that with our own industry modules that give you capabilities tailored to the needs of the retail industry
- Finally we deliver a customized solution to provide the best fit for your business so you can focus on your unique strengths, not on basic technology

GET STARTED. REQUEST A CUSTOMIZED DEMO.

Interested in learning more about Loyalty Management Solution? Get a customized demo to see how you can re-invent your business solutions.

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