MAXXING
PRESENTATION

MAXXING

Real-time Loyalty & Promotion

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THE SOLUTION

FREEDOM...

Unique repository for all offers, whether defined in Maxxing or 3rd party solutions (like ERPs, etc..)
01

Omnichannel offers available across all marketing channels Comprehensive and seamless customer experience
03

Local or national offers, multi-language, multi-countries, multi-currencies.
05

The suite's rich functionalities are coming from its rules engine which enables creativity at offers level
02

Real-time earn & redemption secures offers for a better budget control
04

Instant or deferred discounts, physical or dematerialized coupons...
06

... TO DRIVE ALL CUSTOMERS

OFFERS REPOSITORY

RULES ENGINE

OMNICHANNEL

SALES PROMOTION

REAL TIME

OFFERS

BENEFITS

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REWARD...   ... FOR ENGAGEMENT

LOYALTY
PROGRAM

CUSTOMER
INSIGHT

SECURED
EARN / BURN

THE LOYALTY

GAMIFICATION

TAILORED
INTERACTIONS

REWARDS

Management of any type of
loyalty program
01

Acquire customer insight through
his reported data, purchases,
offers, movements, localisation
...
02

Earn and burn of offers whatever
the channel is. Validity of offers
for one unique customer
03

Badges collection, tiering, games,
challenges, clubs membership,
customers community...
04

Personalization of offers
according to the customer, the
channel, the context, the
moment...
05

Points based, cash back or other,
loyalty vouchers ...
06

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CUSTOMER INSIGHT...

01 A joint repository for all sales channels

02 Consumer behaviour, transactions, offer appeal

03 Sending offers to specific targets according to all data and criteria of the customers database

04 Partitionning of the customer database according to identical behaviours & patterns

05 Test & learn to rate offers and improve redemption rates

06 Aggregate data comming from online & offline for a 360 view of your consumers

DATA

TARGETING

SEGMENTATION

SCORING

INSIGHT

UNIQUE CUSTOMER REPOSITORY

ONLINE / OFFLINE

FOR RECOGNITION...
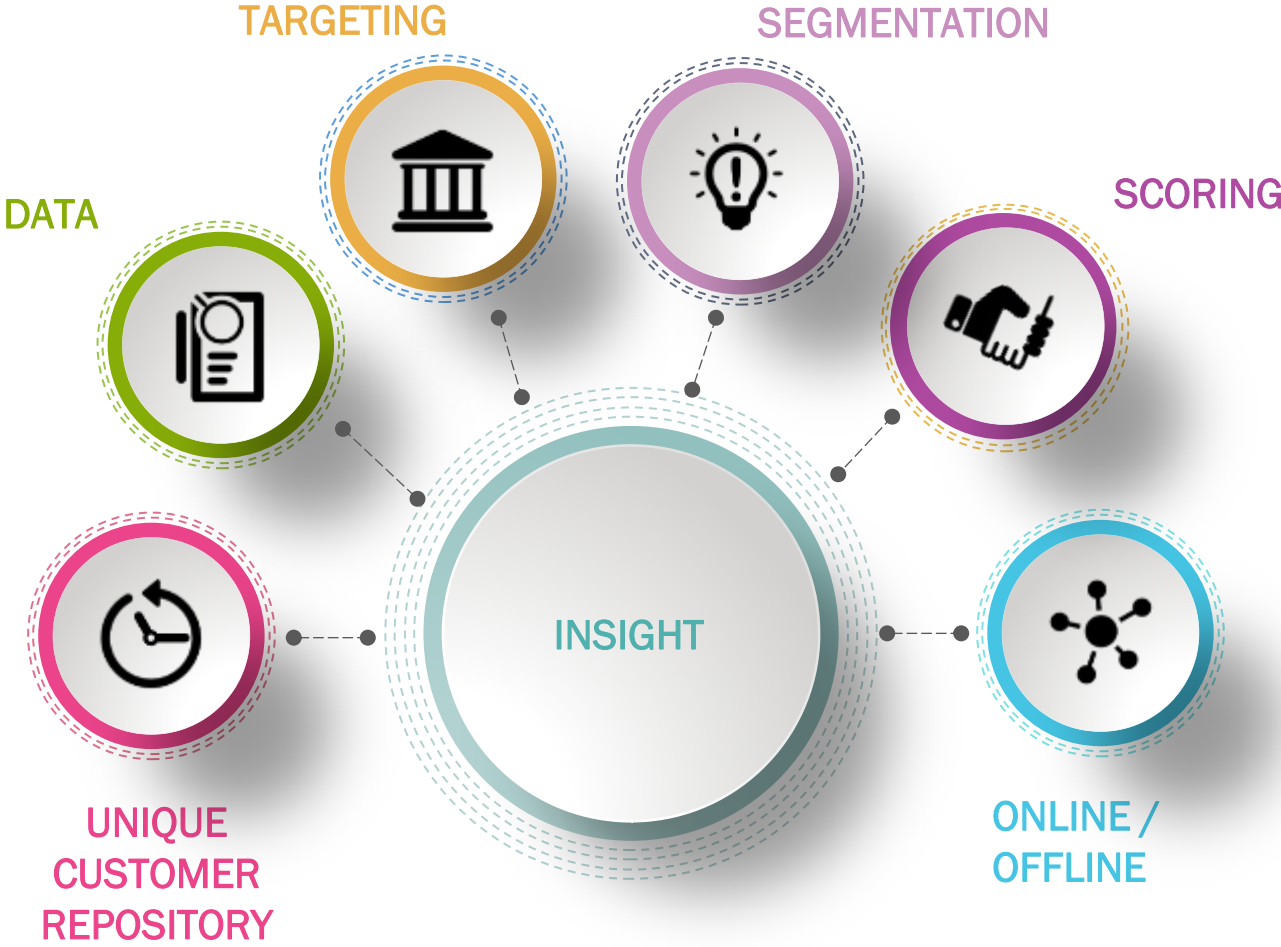
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ARTIFICIAL INTELLIGENCE

A DATA AND OFFERS REPOSITORY

1

LOYALTY

Points,
Monetary counter,
Service, …

2

OFFERS

Coupons,
Discounts,
Rewards …

3

HISTORY

Customers data,
Purchases,
Behaviour, …

4

EXTERNAL DATA

Weather forecast
Geofencing,
Events, …

5

CHANNELS

Sales,
Community,
Social
Networks…

ONE CUSTOMER, ONE CHANNEL, ONE MOMENT, THE BEST OFFER...

MOBILE
Display of personal best of

CAMPAIGNS
Dynamic personalized offers

POS
Priority issue of a coupon and best offer proposal

E-COMMERCE Display of a web banner

CALL CENTER
Offers recommendation to the customer

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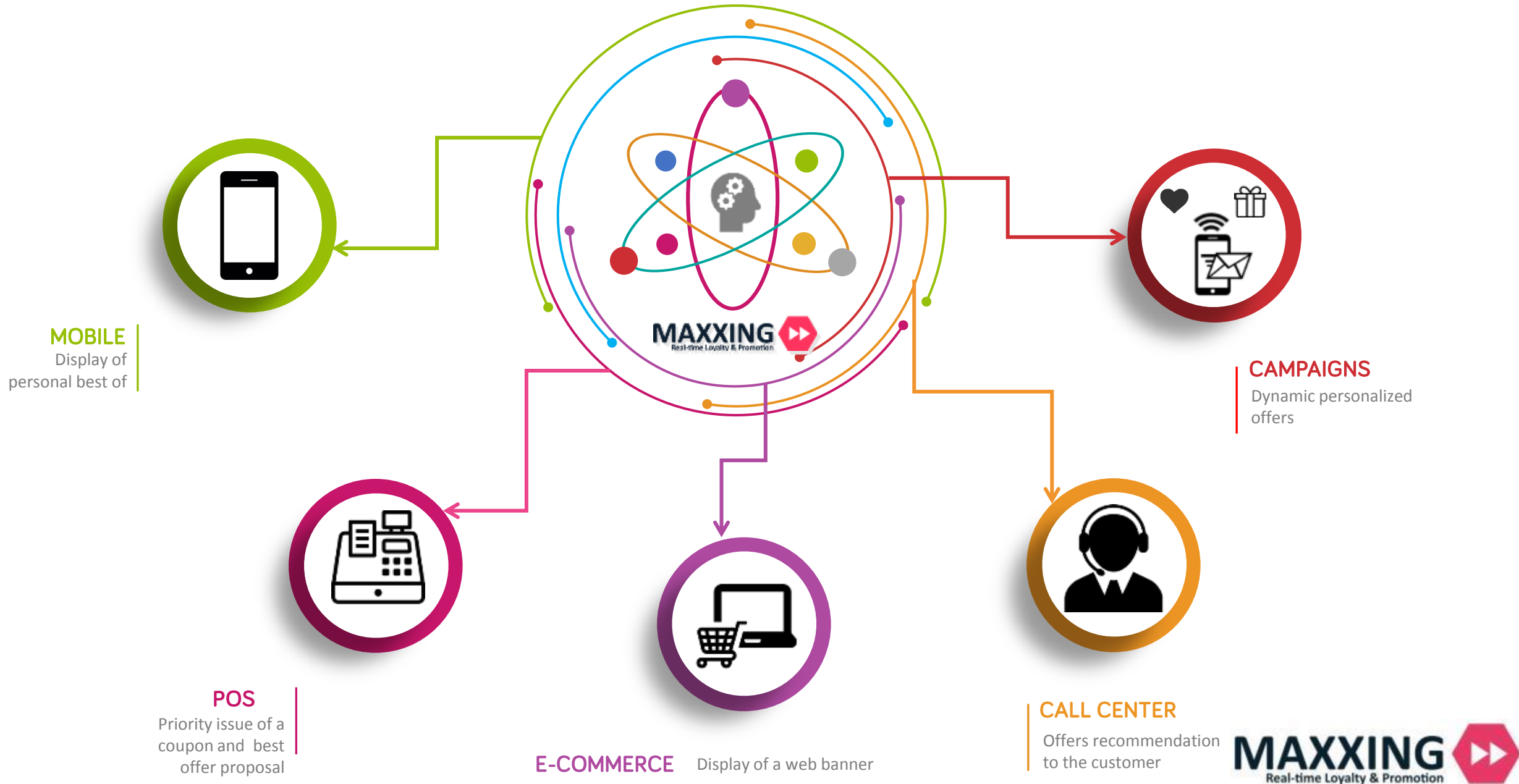
API SERVICES

APIs FOR EACH NEED

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Offers

Counters

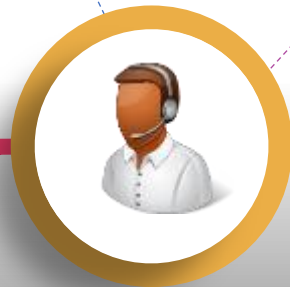Coupons

Loyalty

Discount voucher

MOBILE

POS

CALL CENTER

E-COMMERCE

MARKETING CAMPAIGNS

SOCIAL NETWORKS

Transform customers experience by creating progressive & innovative applications