

Tectura

Retail Membership Management System

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Retail Industry – a need for loyalty and membership management solution for personalize selling and intelligent analysis in a centralized platform



Challenges

Retail industry, especially for companies with various type of retail business without a centralized membership management system to consolidate the buyer information from a large volume of sales transactions

Besides, without a centralized platform, marketing users feel difficult to analyze the purchasing behavior and buying pattern from various type of customer, in different channel via different retail business. Due to lack of information, users cannot perform effective segmentation, promotion, cross-selling or campaign management.



Ideal Solution

Retail companies are looking for a solution that can help staff consolidate and manage a large volume of member purchasing and behavioral activities come from different sources. E.g. Purchasing, browsing of website, put "Like" or comment on Facebook, gift redemption, upgrade/downgrade frequency, etc.

Such a solution should be useful for users to have a overview of all consolidate information for a single member, including all the purchase history, behavioral record, upgrade/downgrade history, etc. Based on these information, user can propose various type of campaign, cross-selling program and promotion management, etc.



Desired Outcomes

An intelligent solution can provide a consolidate view for user to manage all member from different channels and allow to make personalized decision to particular member in an efficient and effective way.

Solution should be integrated with other sales, marketing, customer services, online/offline POS, social medias to provide an end-to-end platform to server a better customer experience

Solution should be leveraged with other Microsoft business application like MS flow, Power BI and AI to provide more connected, real-time analysis information to empower user for decision making



Tectura Membership and Loyalty Solution

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“A consolidated view of membership and loyalty information in an integrated and modern cloud platform”

Support N-tier membership

- Our add-on supports unlimited tiers of membership. Each tier has the corresponding rule for promotion and demotion.
- Users can change the setup for no. of tiers based on business requirements.
- Users can set up different benefits and reward programs for each of the membership tiers.

Robust loyalty point earnings, point redemptions and reward systems

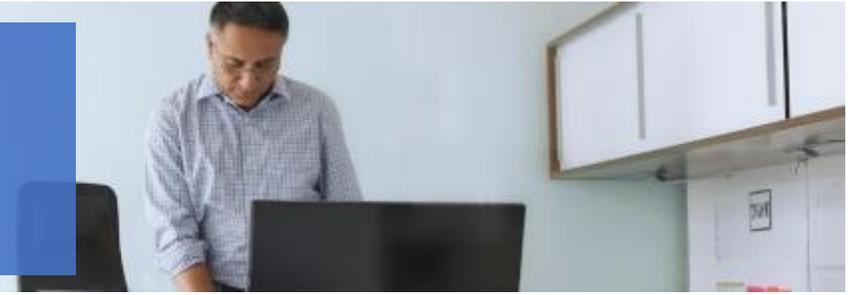
- Our add-on allows users to set up different types of point earnings and redemptions by different membership tiers, items purchased, amount purchased, tender types, time periods, etc.
- It also allows users to set up different types of reward systems, like welcome rewards, upgrade/renew rewards, member rewards, promotion rewards, etc.
- Real-time enquiry and update of points and rewards calculations by using web services are offered.

Member-Targeted Marketing Campaign

- D365 allows users to create different static and dynamic marketing lists to target members for a campaign.
- With system integration being part of our solution, users can reach members for member communications and events with selected marketing lists via WeChat.

Tectura Hong Kong Limited: Empowering staff with our integrated loyalty and membership management solution: consolidate view to enrich the analysis capabilities with more productive marketing activities, including segmentation, cross-selling and promotion, etc. on a centralized Azure cloud.

Tectura Retail Membership Management + Microsoft D365 Customer Engagement Platform



Tectura Retail Membership Management - An intelligent solution can provide a consolidated view for user to manage all member from different channels and allow to make personalized decision to particular member in an efficient and effective way.

Solution Alignment

Integration with D365

- Our Membership Add-on is built on top of Dynamics 365 platform integrated with Sales, Marketing and Customer Service.
- Our add-on is to enhance the capabilities on D365 for membership and loyalty programme management.
- Potential future extension to using D365 for Retail – Member data, transactions and points can be effectively managed and synchronized on the unified platform to allow more effective store operations at front-end and better service level to enhance member experience.

Capable to support different markets

- Standardized and scalable global platform can be developed for different countries and markets.
- Browser based online access with light hardware and infrastructure required allow for rapid system expansion.
- Flexible membership profile structure can cater for various specific needs from different countries and markets.
- Control and operate on Centralized and Scalable Azure Platform with a unified membership calculation engine

Support omni-input and output channels

- Our add-on on D365 supports multiple input and output channels and system interfaces via POS, Mobile App, Membership Portal, eDM, Social Media, Call, etc.
- Users can access the system with multiple access methods to query the member profile and membership journey.
- Based on data from different channels, users can analyze data and take further actions towards the targeted members.