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## Loyalty

**Encouraging loyalty through values is possible!**

The loyalty and sales promotion module of the Generix Sales Marketing solution organizes and imparts customer knowledge to ensure comprehensive governance of not only traditional loyalty programs, but emotional as well, to enhance stronger customer commitment and generate additional sales.

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93% of consumers feel that their loyalty is not sufficiently rewarded (Toluna – Generix Group survey), thereby expressing their dissatisfaction with loyalty programs. As regards marketers, the observation is just as severe as 41% of them are not satisfied with the results of their loyalty programs (Forrester survey).

## Transcending pure “earn & burn”

The **Generix Sales Marketing** solution offers comprehensive governance of a loyalty program: rules engine, points management (customers with loyalty cards), scoring (identified customers), management of benefits.

The tool is designed to take into account non-transactional habits, based for instance on measuring social network activity or recommendations. And as such generating different reward possibilities other than simply offering coupons. The module is fully autonomous and perfectly integrates into established relationship-based marketing tools.

## Increasing the average basket

**Generix Sales Marketing** offers comprehensive management of sales promotions coupled with real time push capacity. The solution provides an engine for creating flexible and ergonomic rules, and as such ensures sales promotions based on multi-criteria conditions run in real time. To this effect, flash offers (e.g. used to clear out existing stocks) can be easily set up for immediate use.

Regardless of the interaction point, **Generix Sales Marketing** informs the consumer or vendor in real time about offers perfectly adapted to their profiles through the Sales Booster tool, including application of the loyalty rules attached to the product.

## Ensuring customer understanding

The solution ensures centralized vision (360° vision) and crosschannel activity of the customer and residence, including the full purchase and interaction history. For instance, it is possible to define affiliation based on a customer’s past activities.

The module shares and dispatches

customer information across the entire information system in real time and perfectly integrates into its ecosystem. The data collected can thereby be tailored and segmented in order to submit relevant data to loyalty and promotions engines.

## Main benefits

- **Encouraging** loyalty of anonymous, identified or card-holding customers.
- **Creating** tailor-made loyalty scenarios Evaluating and rewarding all welcome behaviors
- **Enhancing** impulse buying and additional sales through 1 to 1 real time push offers tailored to each consumer and vendor
- **Establishing** precise sales promotion rules across all channels
- **Centralizing and sharing data**, including customer knowledge, across all established marketing tools

## Key features

- **Comprehensive management of the loyalty program**
- **Fully-integrated autonomous operating conditions**
- **Real time sharing of customer information**

- **Accounting for non-transactional habits**
- **Sales Booster: Vendor up-selling and cross-selling push offers**
- **360° customer vision across all channels**
- **Managing customer points and scoring in real time**

### Our customers

For several years now, Maisons du Monde has been relying on Generix Omnichannel Sales range of solutions and has established a unique multi-contact customer platform. At Feu Vert, the solution manages the loyalty card program as well as the “non-card” loyalty program. It develops innovative services by proposing offer engines tailored to vehicle servicing and braking systems.

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