

Loyalty Solution Benefits

Loyalty Management System | Accruals | Redemption | Reporting | Management

Move beyond Cards

Enhance loyalty and rewards program beyond card-based transactions

Relationship-Based Rewards

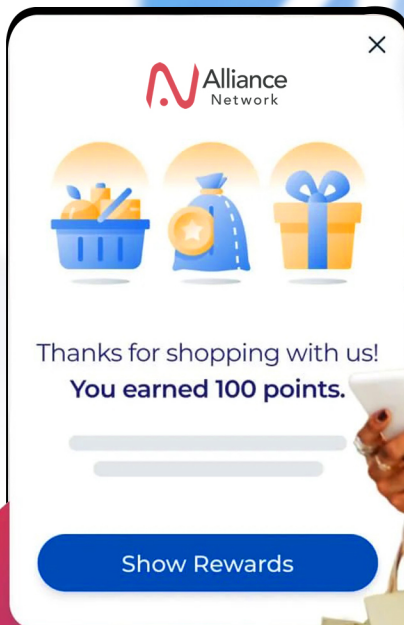
Recognize customers for their length of relationship and type of products they maintain with the bank

Existing vs. New Clients

Reward current customers and attract new clients with attractive proposition

Cross-sell and Up-sell

Use rewards and loyalty program to cross-sell and up-sell other products and services



Leverage Events and Type of Activity to Reward your Clients



Salient Features Our Loyalty Solution

**Accrual |
Redemption
System Interface**

**Campaign
Management
System**

**Dedicated
Website for
Rewards**

**Interface for
Bulk SMS |
Email**

Other Features

- ◇ Web-based Reporting with multiple options for filtering data
- ◇ Loyalty dashboard for central monitoring and operations
- ◇ Integrated solution for your mobile banking application
- ◇ Dedicated website with content management

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**Alliance
Network**