

## SunTec Benefits and Loyalty Management

# Drive loyalty experience with total relationship loyalty programs



Cloud Native | Cloud Agnostic

In this age of rapidly changing customer preferences, customers expect to be suitably rewarded for the relationship they have with the organization and transactions they do. But conventional product and transaction-based loyalty programs are no longer enough to retain customers and grow revenue. Organizations need to create enterprise loyalty programs that are aligned with their customer journey, reward them for their positive financial behavior and the overall relationship they have across all business lines, products, and services.

SunTec Benefits and Loyalty Management enables organizations to adopt a total relationship loyalty management strategy that promotes profitable customer financial behavior. It increases usage of product and services as well as expands subscription of products and services across all lines of business.

SunTec Benefit and Loyalty Management based on our proprietary Xelerate® platform allows organizations to leverage advanced customer insights comprising relationship value, tenure, ownership, and use to design and launch multiple loyalty programs for any customer segment.

A pre-campaign cost benefit analysis helps simulate potential revenue, profitability, and cost for each program. Real-time tracking of program performance helps prevent cost overruns and avoid potential revenue leakage. It also provides the capability to set KPIs such as member acquisition, uplift of spend, redemption rate, increased product enrolment etc. These KPIs can be monitored to determine the success of the loyalty campaign.



- Improve **customer acquisition, retention, and loyalty experience** through personalized and relationship driven loyalty programs.
- Drive **incremental revenue, product penetration and wallet share** by rewarding profitable financial behavior.
- Predict **customer loyalty and churn behavior** by combining insights across dimensions such as customer relationship value, relationship tenure, product ownership and use.
- Reduce **time to market by establishing a scalable approach** to design and launch enterprise loyalty programs.
- Plug **revenue leakage by establishing the right controls**, real-time tracking of loyalty programs.
- Gain **immediate insights on performance of loyalty programs** and make insightful decisions.

# 4X

Increase in Sales

# 3X

Increase in Customer Base

# 2X

Increase in Product to Customer Ratio

# Months to Days

Launch New Loyalty Programs





## Create and Manage Omni-channel Loyalty Plans

- Create and manage multiple personalized loyalty plans targeting customer segments, products, customer behavior and use.
- Define base plans, promotional plans, self and partner funded programs with the ability to offer both financial and non-financial rewards.
- Link multiple products and services from any business line or from partners for reward definition.
- Set up rules to automatically facilitate progression of customers from one tier to another based on fulfilling reward milestones.
- Segment target customers based on product, service usage history, promotions, campaigns, relationship value, and tenure, among others.



## Define and Maintain Reward Computation Rules

- Define multiple plans with simple-to-advanced reward computation logic, reward types with specific earn and burn rules for each loyalty plan, tier, product, service, bundle, offer, merchant, and partners.
- Categorize rewards as earnable, redeemable, accumulative, and non-accumulative.
- Set reward earn and burn alerts, expiry conditions, maximum limits, automatic and manual blocking of rewards.
- Provide reward multiples for social occasions such as birthdays and anniversaries.
- Automatically provide incremental benefits based on the progression of customers from one tier to another tier within the program.





### Manage Enrolment Campaigns

- Define manual or automatic enrolment of the reward program based on predefined eligibility and enrolment criteria to identify target customer, segment or behavioral pattern.
- Easily integrate with campaign management systems with target customer lists to run specific campaigns.



### Facilitate Redemptions

- Set multiple burn ratios for redemption with a combination of reward type, program, product and so on.
- Offer instant redemption for transactions, online redemption and the ability to offset reward against charges, fee waivers, free limits.
- Review and approve redemption requests, block earn and burn capabilities for defaults, or not meeting specific requirements.
- Easily integrate with third-party redemption platforms, inventory management systems to facilitate redemption of rewards for merchandize and services rendered.



### Analyze and Track Performance

- Gain all-round visibility into the performance of each loyalty plan, members enrolled, cost incurred, impact on revenue, number and value of transactions, earn and burn history.
- Get detailed insights on customer specific information including reward earned and burned outstanding rewards, opening and closing balance for specific time periods, earn and burn history.

## About SunTec

SunTec is the world's No. 1 pricing and billing company that creates value for enterprises through its Cloud-based products. More than 130 clients in 45+ countries rely on SunTec to provide hyper-personalized products, offers, pricing, loyalty programs, tax compliance, and billing for over 400 million end-customers. SunTec products are based on our cloud-native and cloud-agnostic, API first, micro-services-based proprietary platform, Xelerate and are delivered on-premise, on private cloud and as SaaS. SunTec has global operations including the USA, UK, Germany, UAE, Singapore, Canada, Australia, and India. For more information, please visit us at [www.suntecgroup.com](http://www.suntecgroup.com) or email us at [marketing@suntecgroup.com](mailto:marketing@suntecgroup.com)

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