

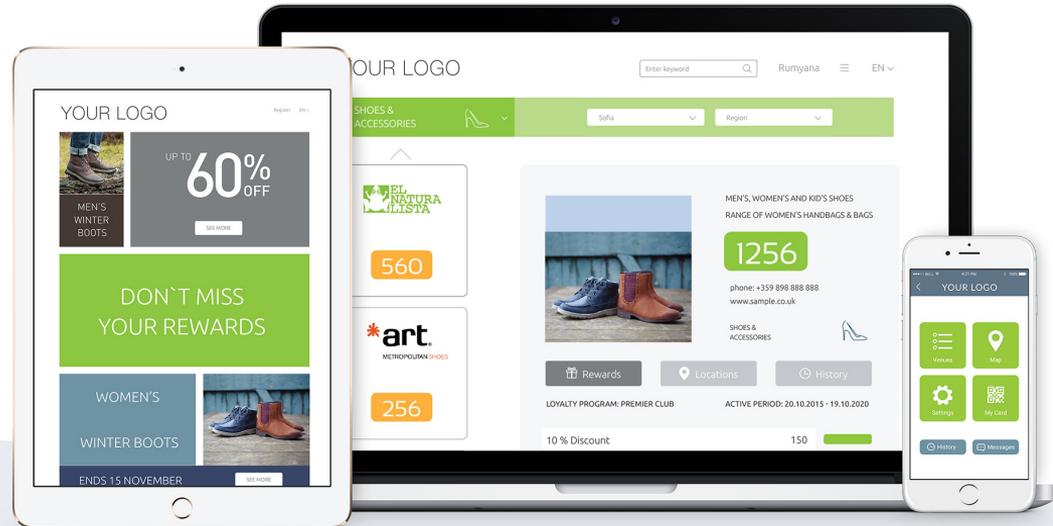
LOYAX
BEYOND LOYALTY

DID YOU KNOW THAT...

- It costs 5 to 10 times more to acquire a new customer than to retain an existing one (Forbes)
- Businesses who invest in customer loyalty are 88% more profitable than their competitors (Deloitte)
- Loyal customers spend twice as much as irregular ones (CityXsys)

WHAT IS LOYAX?

LOYAX is a **white-label** loyalty platform, which can be completely customized to reflect your **brand identity**.



LOYAX FEATURES



LOYALTY
PROGRAMS



MOBILE
LOYALTY APP



LOYALTY
REWARDS



COMMUNICATION
MODULE



LOYALTY
CARDS

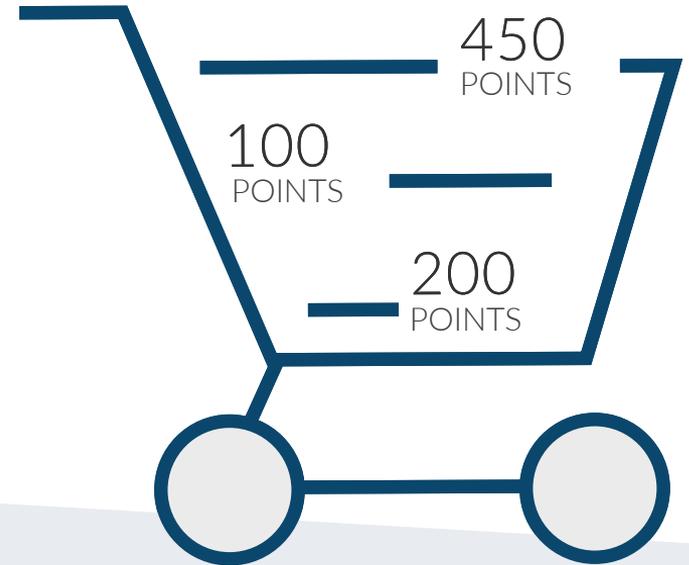


CUSTOMER
REPORTING

HOW IT WORKS

By using a customer loyalty card or mobile app, the customer can **collect loyalty points** based on:

- Transaction amount
- Number of visits
- Specific products/services
- Friend referrals
- Other desirable actions



COALITION PROGRAM (BUSINESS GROUP)

LOYAX enables you to add **multiple business partners** under a single loyalty program (supermarkets, restaurants, hotels, airlines, car rental, etc.)

Thus, customers can collect and redeem loyalty points at all partners which are part of the program.

LOYAX

YOUR LOGO



LOYAX

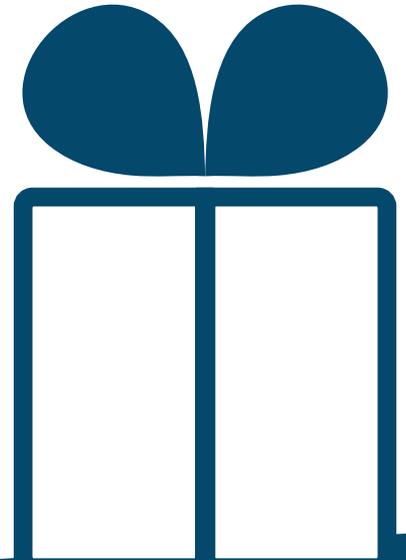
BENEFITS FROM A COALITION PROGRAM

- Incentives for **higher customer spend** and return visits
- **Superior value proposition** for customers
- Collecting a **rich customer database** and preference insights
- **Value-enhancing relationship** for all partners
- **Greater engagement** and behavior change
- Sustainable competitive advantage through **personalized offerings**

MEMBER BENEFITS

After accumulating a certain amount of loyalty points, the customer receives a reward.

- Physical rewards
- Online rewards
- Gift cards
- Discounts
- Vouchers and coupons



CUSTOMER LEVELS

In order to reward your **most loyal customers**, you can include different **customer levels/tiers** based on predefined criteria (e.g. amount spent, number of visits, collected points, etc.)

By upgrading to a higher level, so does the level of rewards.

BASIC LEVEL

(Program registration)

SILVER

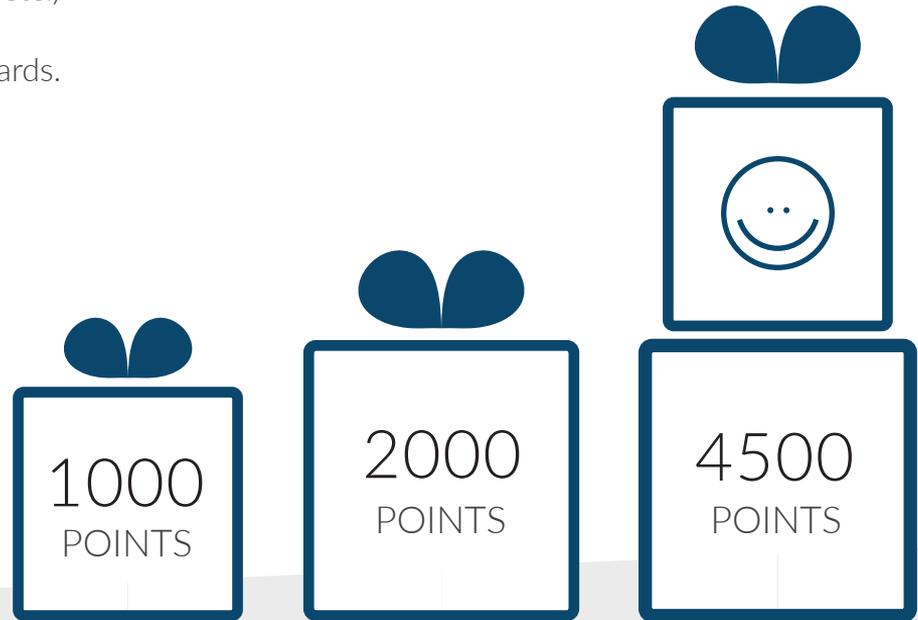
(X amount or 1000 points)

GOLD

(Y amount or 2000 points)

PLATINUM

(Z amount or over 4000 points)



COMMUNICATION MODULE

Loyax enables you to send **exclusive offers** and **personalized messages** via:



Email



Social media notifications



Push notifications



Notifications in End User Portal



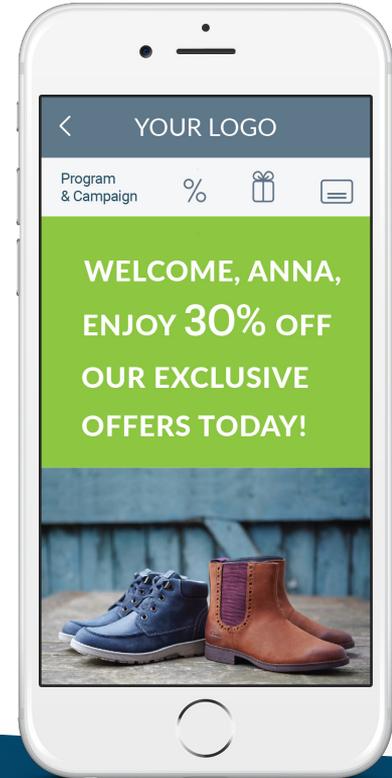
SMS

Thus, you can reach your customers through their preferred channel, target them with relevant offers and influence their behavior in the desired direction.

LOCATION-BASED MESSAGES

Based on the latest beacon technology for **micro-location loyalty marketing**, LOYAX allows for:

- Personalized messages based on customer location
- Indoor navigation



CUSTOMER REPORTING AND ANALYTICS

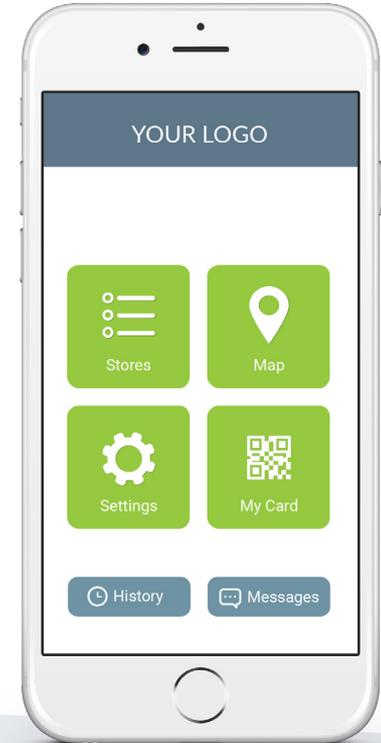
LOYAX provides **detailed reporting and analytics** in order to understand your customers and provide personalized offers based on customer preferences.

- Customer spending, purchases and visits
- Points collection and redemption
- Customer behavior
- Customer segmentation
- Comparisons and trends
- Custom reports
- Export in different formats (.xls, .csv, .xml, etc.)

MOBILE LOYALTY APP

The **mobile app** can be used by customers to:

- Monitor purchases, visits and other activities
- Browse nearby offers
- Receive exclusive incentives
- Monitor loyalty points and rewards



THE SYSTEM INCLUDES

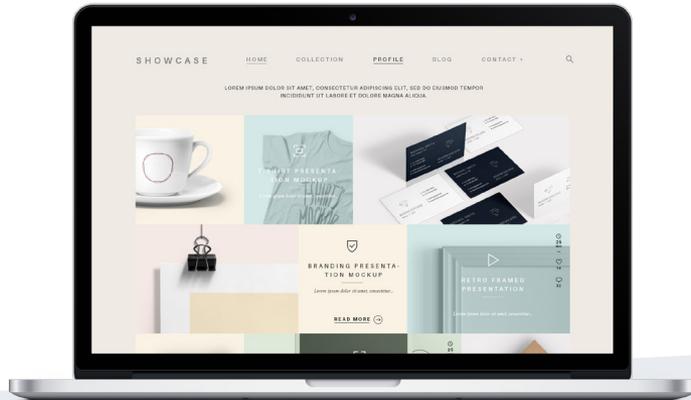
The system includes the following components:

For the Business:

- Admin web portal (manage overall program)
- Merchant web portal (manage merchants/
business partner details)

For Customers:

- Customer web portal
- Loyalty card
- Loyalty mobile app



LOYAX

HOW TO GET STARTED

OPTION 1

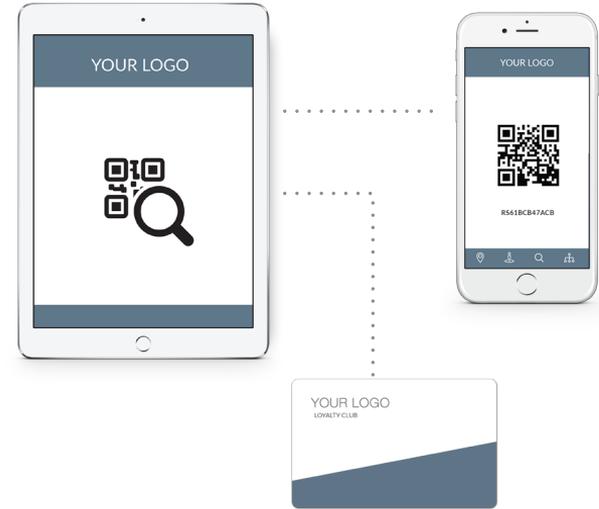
QUICK AND EASY SETUP

You need to have a tablet at the POS in order to scan customer loyalty card or mobile app.

OPTION 2

INTEGRATION WITH EXISTING SOFTWARE SYSTEMS

Loyalty programs, customer data and analytics can all be managed from LOYAX administrative web portal.



BENEFITS FOR THE BUSINESS

- Retention of existing customers
- Attracting new customers
- Increased customer spend, visits and bookings
- Targeted communication across multiple channels (email, SMS, push notifications)
- Increased cross sell and upsell
- Move customers up-segment
- Rich customer insights
- Effective brand promotion and influence on customer behavior
- Improved customer satisfaction and word of-mouth advocacy
- Higher revenue and profitability

BENEFITS FOR CUSTOMERS

- Access to exclusive offers
- Added value and benefits for different activities
- Online bookings
- Personalized offers based on individual preferences
- Improved service, tailored to personal preferences

WHY LOYAX

- Customer Centric Approach
- Experienced Loyalty Team
- Flexible Loyalty Engine
- Industry Specific Knowledge
- Custom Development
- World Class Data Security
- Reduced Time to Market
- Worldwide Clients and Expertise

AWARDS



Winner in “Business Development” Category

Forbes Business Awards

(2012)



Galleria Loyalty Club Implementation

Ranked 6th in “Loyalty or Rewards Program” category

The Loyalty 360 Awards

(2015)

KEY CLIENTS



Galleria Loyalty Club
(Shopping Mall)



Henkel
(B2B2C)



Quoodi
(Coalition program)



Queen's Club
(Gambling)



FIDFid
(Coalition program)



Gambling Hall Mystic
(Gambling)

ABOUT US

LOYAX is a trademark of **Sirma Group Holding** – the biggest Bulgarian group of IT companies.

Founded in 2012, Loyax helps businesses to connect with their customers and create **better customer experience**.



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