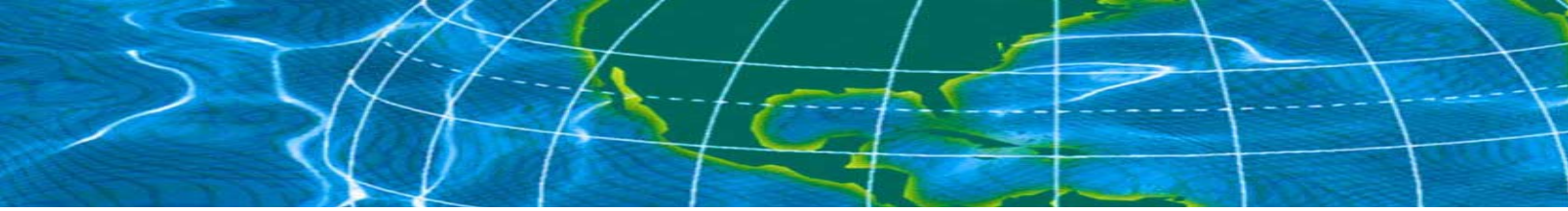




LOYALTY SOLUTION





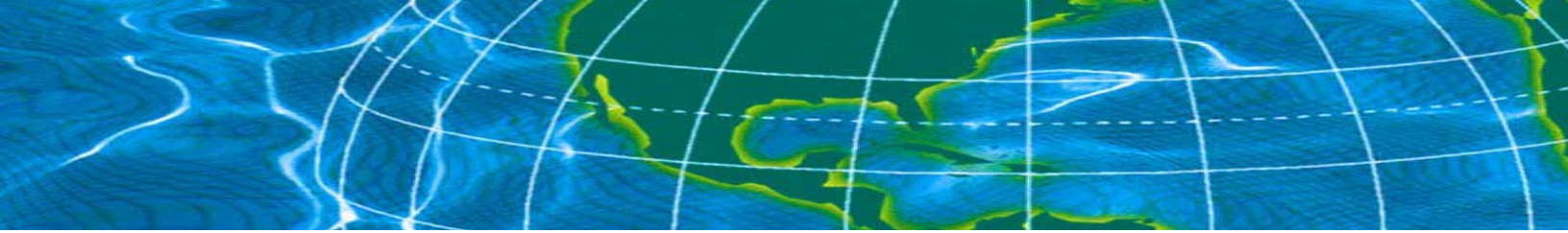
Loyalty programs are everywhere in business. Loyalty programs are structured marketing efforts that reward, and therefore encourage loyal buying behavior which is of benefit to the firm. In marketing generally and in retailing more specifically, a loyalty card, rewards card, points card, or club card is a plastic or paper card, visually similar to a credit card or debit card, that identifies the card holder as a member in a loyalty program.

Our idea is not to look at loyalty as one of the solutions to a customer. We should be able to bring in more customers into one platform and infrastructure. With our experience, technology and solution we should be able to leverage on that.

Our Offerings

CMS provides everything you need to get your loyalty program started. CMS smart loyalty solutions offer the expertise needed to help you plan and execute a comprehensive, smart card-based loyalty strategy.

- Cards and card personalization
- Campus Works-This helps in the customer data capture, card life cycle management and reports based on customer data.
- Card production system- This system consists of both hardware and software. The software picks up data from Campus Works database and prints the card through thermal printers like Datacard printers.
- Highly configurable loyalty terminal (Built-in loyalty program with definable rules)
- Transaction management software (for acquiring the transaction over telephone line)
- Loyalty management software.-define loyalty rules, accept bill transactions, compute loyalty rewards and store them in database, generate reports.



Loyalty Solution Requirements

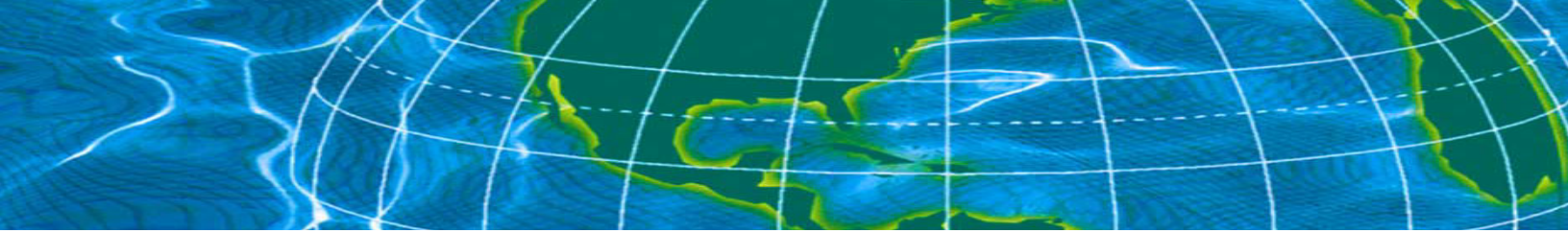
- Identifying a customer
- Keeping track of the transactions of the customer
- Defining reward rules
- Delivering the reward



Benefits of Customer Loyalty Solutions

Build Loyalty with Smart Cards and Watch Your Business Grow. Showing appreciation will go a long way toward strengthening your relationships with your customers. One way to show customers that you value their business is to provide them with glossy, personalized loyalty smart cards. Customers can sign up for a loyalty program in-store as part of a marketing promotion or loyalty campaign.

- Customer Loyalty Cards increase transaction efficiency and promote increased purchasing.
- Manage Marketing Data - The systems collects and manage valuable marketing data from all visits or transactions that use loyalty cards, including data about customer demographics, purchase frequency, product types purchased, and geographic area.
- With customer loyalty cards you can acknowledge frequent customers and award points according to their level of spending
- Multiple reward and incentive options can be linked to the business location, purchase, product and or historical information.
- With each visit, customers are able to check the balance of their accounts. Once they reach a pre-defined amount of points they can receive a gift or a bonus.



Other aspects of Loyalty Solution

- Greater customer knowledge
- Custom Loyalty Solution-A customized loyalty solution can be developed based on the customer requirements in some areas like Interface to billing system and Reward distribution management system.
- Loading and managing specific cardholder details
- Smart card personalization and configuration
- Gift Cards and Pre-paid Services.
- Increased customer retention.
- By using the personalized data provided by the loyalty program companies can create a win-win relationship with their members.
- Accountability-Enables to gain detail on the valid transactions, point balances and reward status.
- Improved profitability.



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