

BKMS GROUP

LOYALTY SCHEMES &
SOLUTIONS



www.bkmsgroup.com



HOW CAN YOUR BUSINESS BENEFIT FROM A LOYALTY SCHEME ?

- ✓ A Loyalty Scheme gives your business the opportunity to maximise its client retention (repeat business, client loyalty etc.)
- ✓ A Loyalty Scheme provides a value-added product to your business' range of goods and services.



HOW CAN A LOYALTY SCHEME BENEFIT THE CLIENT?

A Loyalty Scheme gives your clients a value-added return each time they give their custom to you. This can be done in several ways:

- ✓ Discounts
- ✓ Gifts
- ✓ Special Services
- ✓ Combination of all the above etc.



WHAT ARE REASONS FOR IMPLEMENTING A LOYALTY SCHEME?

- ✓ **Differentiate Yourself in a Competitive Market** – Many players in the market means that you need to differentiate your product/service.
- ✓ **Attract More Customers** – A successful business must always focus on constant growth and market penetration. The Loyalty Scheme is one of the most useful tools to help with this goal.
- ✓ **Customer Retention** – It is important to acquire new clients every day, but even more important is to maintain a loyal customer base, and encourage return business. This in itself is the best form of publicity for any well-established business.
- ✓ **Create a WIN-WIN environment** – Showing clients that their business results in added benefit for them too, means that you have convinced them that they have made the right choice in picking your place of business to satisfy their demands.



SO HOW DO YOU IMPLEMENT A BKMS LOYALTY SCHEME?

- ✓ Install our Loyalty Card Scheme Solution FidelityPlus™
- ✓ Link your Customer Database to FidelityPlus™

THE BKMS LOYALTY SCHEME SYSTEM – OVERVIEW OF FIDELITYPLUS™...

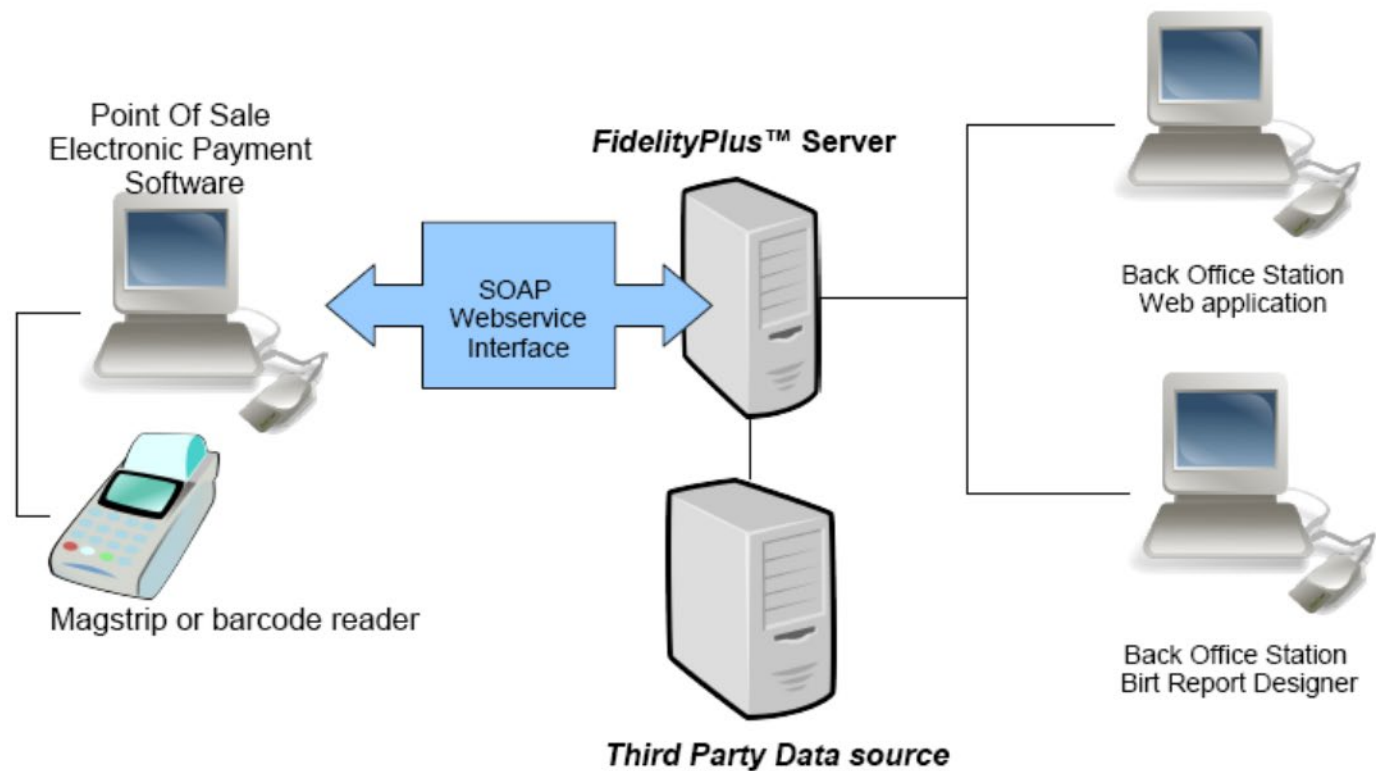


Figure 1: System overview diagram



THE BKMS LOYALTY SCHEME SYSTEM – OVERVIEW OF FIDELITYPLUS™...

Figure 1 shows the different components for the proposed system and it includes:

- ✓ FidelityPlus™ Server running on J2EE compliant application server (such Tomcat, Jboss or Websphere)
- ✓ Report Template designer software (Based on BIRT designer)
- ✓ Samples for clients software (C#, Java and Delphi)



THE BKMS LOYALTY SCHEME SYSTEM – OVERVIEW OF FIDELITYPLUS™...

- ✓ FidelityPlus operates independent of operating system, running across Windows®, Linux® and Unix®.
- ✓ The latest Web Services technology has been adopted to provide a fast way of interfacing applications to FidelityPlus.
- ✓ FidelityPlus Web Services presents a very simple, easy-to-use POS interface—based on an open and
- ✓ extensible XML SOAP interface. The Web Services also provide platform and programming language
- ✓ independence (for instance, supporting .NET, which is becoming increasingly popular in the point of sale
- ✓ application).
- ✓ It is now possible to quickly integrate FidelityPlus services into client applications with only a few mouse clicks, and very
- ✓ little code, using standard development environments, such as Visual Studio .NET.



THE BKMS LOYALTY SCHEME SYSTEM – OVERVIEW OF FIDELITYPLUS™...

System requirements :

- **Operating System :** Windows 2000/Windows Server 2003
- **Database:** MS SQL Server or Oracle
- **Server:** Dual Processor Intel Pentium 4 + Memory 1 GB RAM
- **Storage:** 40 GB (RAID)



THE BKMS LOYALTY SCHEME SYSTEM – OVERVIEW OF FIDELITYPLUS™...

Create & Access your own reports with *FidelityPlus* Server:

- ✓ **Lists** - The simplest reports are lists of data. As the lists get longer, you can add grouping to organize related data together (orders grouped by customer, products grouped by supplier). If your data is numeric, you can easily add totals, averages and other summaries.
- ✓ **Charts** - Numeric data is much easier to understand when presented as a chart. BIRT provides pie charts, line & bar charts and many more. BIRT charts can be rendered in SVG and support events to allow user interaction.
- ✓ **Crosstabs** - Crosstabs (also called a cross-tabulation or matrix) shows data in two dimensions: sales per quarter or hits per web page.
- ✓ **Letters & Documents** - Notices, form letters, and other textual documents are easy to create with BIRT. Documents can include text, formatting, lists, charts and more.
- ✓ **Compound Reports** - Many reports need to combine the above into a single document. For example, a customer statement may list the information for the customer, provide text about current promotions, and provide side-by-side lists of payments and charges. A financial report may include disclaimers, charts, tables all with extensive formatting that matches corporate color schemes.



WHAT HAPPENS ONCE WE HAVE INSTALLED THE BKMS LOYALTY SOLUTION?

- ✓ Points are allocated based on your business' demands (fully customizable) e.g.
 - ❖ Operation Date
 - ❖ Type of services
 - ❖ Value of Transaction etc.

- ✓ Points are then redeemed by the client based on your business' demands (fully customizable) e.g.
 - ❖ Moving Points to other services
 - ❖ Obtain Discount
 - ❖ Choosing a gift
 - ❖ Using services
 - ❖ Cash Refund etc.



OTHER USEFUL FEATURES ON THE BKMS LOYALTY SOLUTION?

- ✓ Access to your Loyalty Scheme Solution via Internet (Online Club)
- ✓ Obtain fully customizable Customer Data reports at any time
- ✓ Obtain fully customizable Consumer Data reports at any time



OTHER USEFUL FEATURES ON THE BKMS LOYALTY SOLUTION?

- ✓ Access to your Loyalty Scheme Solution via Internet (Online Club)
- ✓ With this service, members can have access to:
 - ❖ Online registration
 - ❖ Gift request
 - ❖ Checking their accounts
 - ❖ Using their scores
 - ❖ Request for new card issuing
 - ❖ Buying scores for more & better services
 - ❖ Latest News and updates etc.



OTHER USEFUL FEATURES ON THE BKMS LOYALTY SOLUTION?

- ✓ Obtain fully customizable Customer Data reports at any time
- ✓ Through customized reports, the merchant may received data on:
 - ❖ Customer profiles (demography etc.)
 - ❖ Customer preferences (product preferences etc.)
 - ❖ Customer contact info (Address, contact number etc.)



OTHER USEFUL FEATURES ON THE BKMS LOYALTY SOLUTION?

- ✓ Obtain fully customizable Consumer Data reports at any time
- ✓ Through customized reports, the merchant may receive data on:
 - ❖ Least and most popular services
 - ❖ Seasonal trends
 - ❖ Market tastes & requirements



WHAT TECHNICAL REQUIREMENTS ARE NEEDED FOR THE BKMS LOYALTY SOLUTION?

Card

- ✓ Magnet or Smart Card for each Customer
 - Based on the Environment facilities we can use Smart or Magnet Cards in the solution.



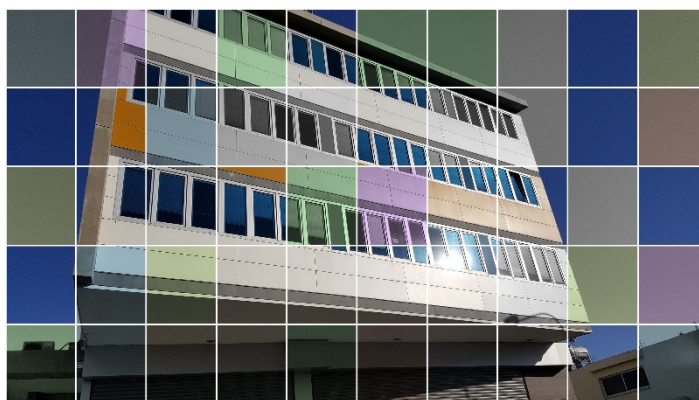
CONCLUSION

- ✓ The BKMS Loyalty Solution is fully customizable, offering you a loyalty scheme to manage your business' demands as well as the demands of your clients.
- ✓ The BKMS Loyalty Solution can be accessed via a web interface, hence saving:
 - ❖ Time
 - ❖ Resources (no specialized local administrator(s) needed)
 - ❖ Money



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