

BKMS GROUP

LOYALTY
SCHEMES
&
SOLUTIONS



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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?

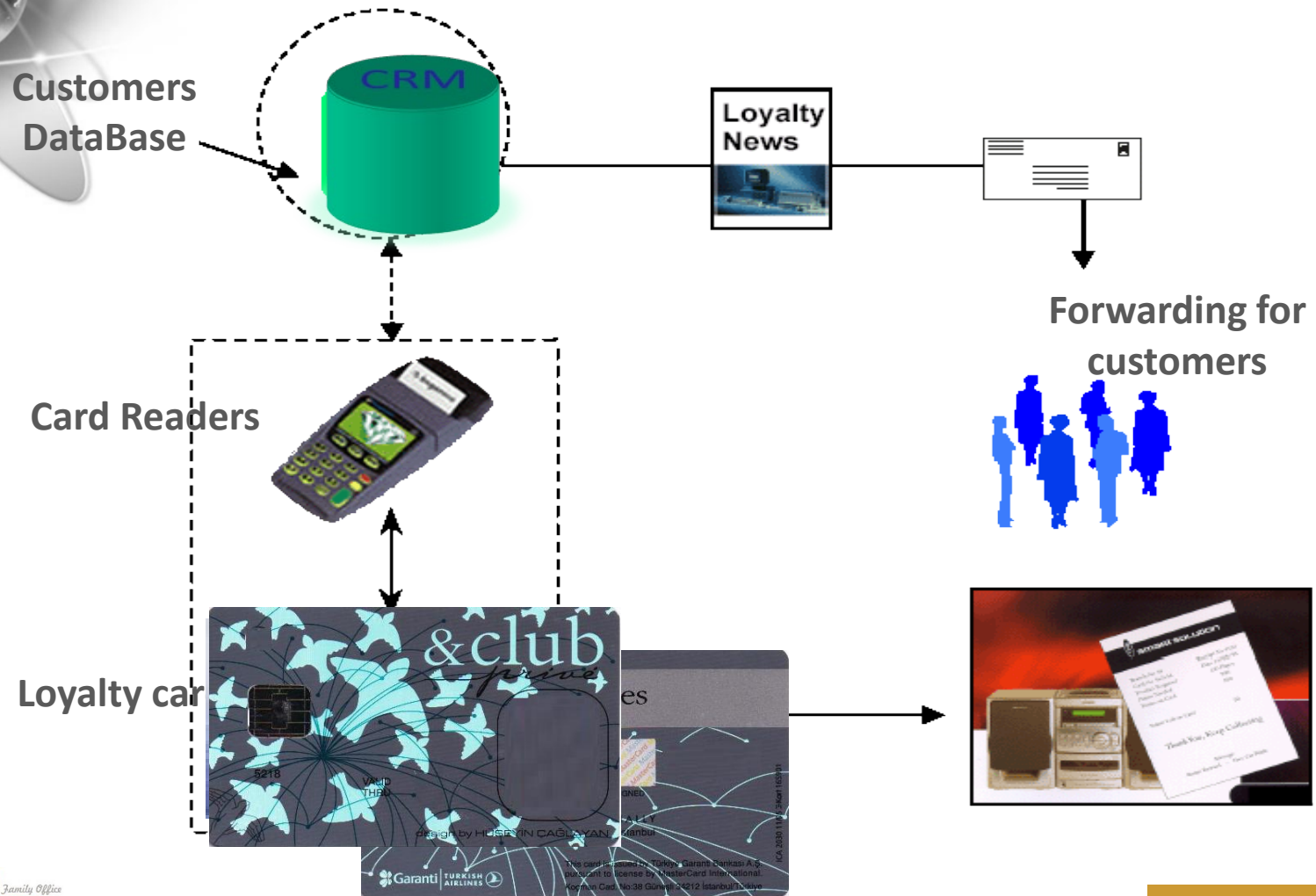
- ✓ **Differentiate Yourself in a Competitive Market** – Many players in the market means that you need to differentiate your product/service.
- ✓ **Attract More Customers** – A successful business must always focus on constant growth and market penetration. The Loyalty Scheme is one of the most useful 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 a Loyalty Card Scheme Solution**
- ✓ **Link your Customer Database to your Loyalty Card Scheme Solution**

A BKMS LOYALTY SCHEME OFFERS YOU CONTINUOUS COMMUNICATION WITH CLIENTS...



WHAT HAPPENS ONCE WE HAVE INSTALLED THE BKMS LOYALTY SOLUTION?

✓ Issue Loyalty Cards to your clients

✓ Assign fields of data which you will collect from clients

Customer's ID	12345
Name	John
Last Name	Smith
Date of issue	2008-01-01
Level	Silver
Points	0
...	...
...	...





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?

✓ BackOffice ✓ Software

- ❖ Loyalty Card Issuing
- ❖ Merchant Terminals (PC & Card Reader, POS)
- ❖ Central Data Management
- ❖ Merchant-Centre Communication Management

✓ Hardware

- ❖ Central DB Server
- ❖ Communication Server
- ❖ Personalization Machine (Smart or Magnet)
- ❖ Back Office Clients PCs
- ❖ Reliable Network (Mostly for Magnet Cards)



WHAT TECHNICAL REQUIREMENTS ARE NEEDED FOR THE BKMS LOYALTY SOLUTION?

Terminals

✓ Hardware

- ❖ Merchants should be equipped with POS or PCs with Card Reader
- ❖ Network Connection(for Offline or Online Transactions)

✓ Software

- ❖ Terminals Software to read and update Loyalty Card Information based on the Transactions in Merchants.
- ❖ Send/Receive Transactions Information to/from Central DB Offline (Smart) or Online (Magnet Strip)



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.

BRIEF INTERFACE INTRODUCTION

User Login

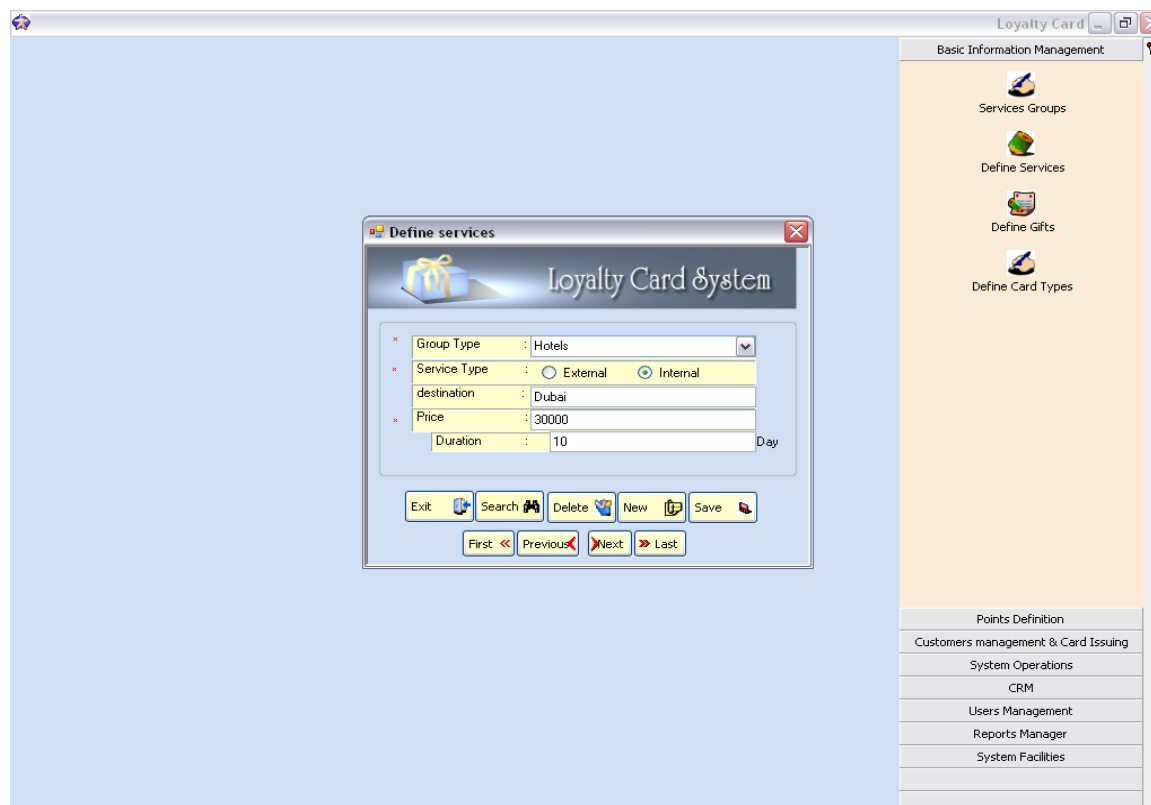
- ✓ Control User Access
- ✓ Select appropriate Language
- ✓ Load Main page based on User Access Level & Language dynamically



The screenshot shows a web application window titled "Login". The header features a decorative banner with palm trees and a sun, and the text "Loyalty Card" in a stylized font. Below the banner, there are three input fields: "Username :" with the value "admin", "Password :" with masked characters "xxxxxxx", and "Language :" with a dropdown menu showing "English". At the bottom, there are two buttons: "Exit" and "Confirm".

BRIEF INTERFACE INTRODUCTION

Basic Information Management



BRIEF INTERFACE INTRODUCTION

Points Definition

The screenshot displays the 'Loyalty Card System' interface. A central dialog box titled 'Define Point by Repeat' is open, featuring a list of 'Service Type' (currently showing 'Tours') and a form for defining points. The form includes fields for 'Select Service Type' (set to 'Tours'), 'Purchase Interval' (set to '1' with a unit of 'Month'), 'Number Of Purchase' (set to '1'), and 'Point' (set to '100'). Below the form are buttons for 'Exit', 'Search', 'Delete', 'New', 'Save', 'First', 'Previous', 'Next', and 'Exit'. The background interface shows a sidebar with 'Basic Information Management' and 'Points Definition' sections, and a main area with 'Purchase amount-Point', 'Purchase number-Point', and 'Point cost' options.

Define Point by Repeat

Loyalty Card System

Service Type

Tours

Select Service Type : Tours

Purchase Interval : 1 Month

Number Of Purchase : 1

Point : 100

Exit Search Delete New Save

First Previous Next Exit

Basic Information Management

Points Definition

Purchase amount-Point

Purchase number-Point

Point cost

Customers management & Card Issuing

System Operations

CRM

Users Management

Reports Manager

System Facilities

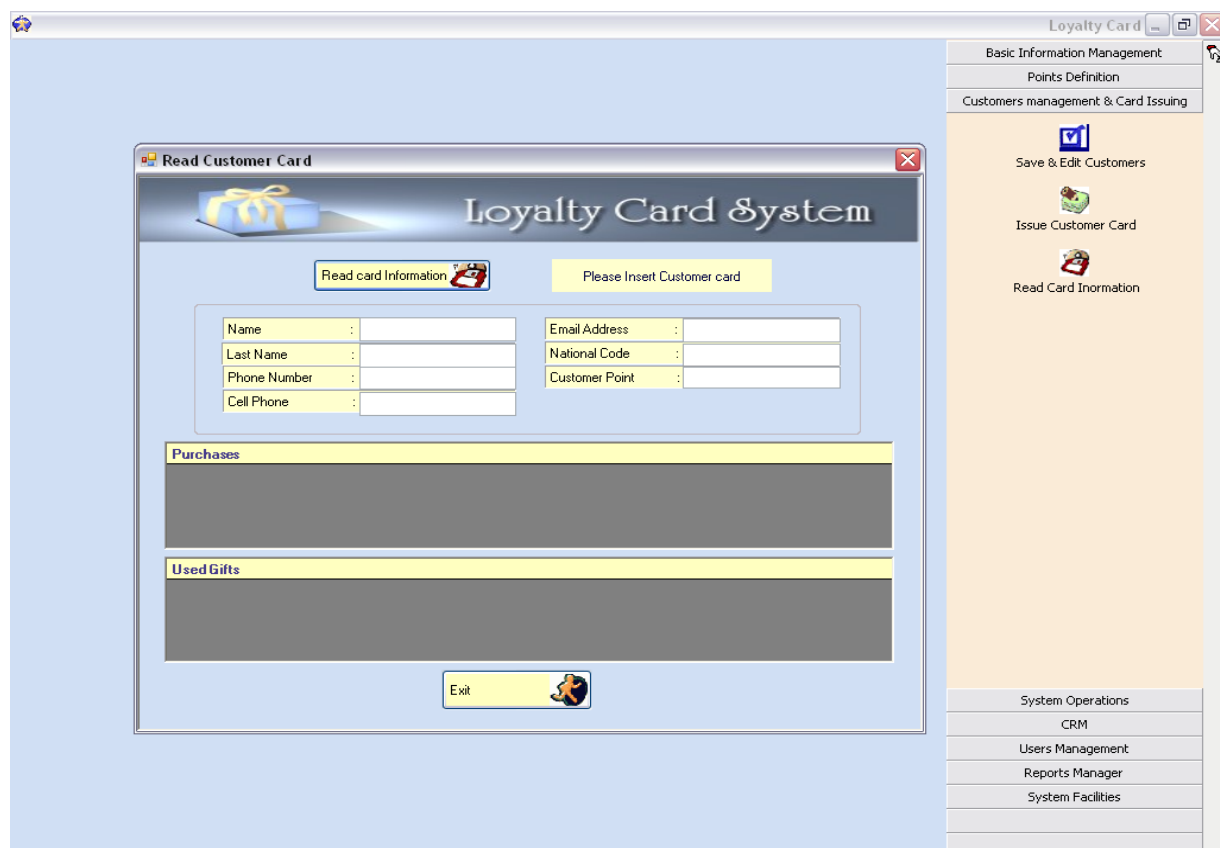
BRIEF INTERFACE INTRODUCTION

Issue Card

The screenshot displays the 'Loyalty Card System' interface. A central window titled 'Issue Customer card' is open, featuring a blue header with a gift icon and the text 'Loyalty Card System'. Below the header, there are input fields for 'Name', 'Last Name', 'National Code', 'Cell Phone', 'Selected Card Type', and 'Initial Point'. At the bottom of this window are three buttons: 'Exit' (with a person icon), 'Issue Card' (with a card icon), and 'Search' (with an eye icon). To the right of the main window is a sidebar menu with the following items: 'Basic Information Management', 'Points Definition', 'Customers management & Card Issuing' (highlighted), 'Save & Edit Customers' (with a checkmark icon), 'Issue Customer Card' (with a card icon), 'Read Card Information' (with a card icon), 'System Operations', 'CRM', 'Users Management', 'Reports Manager', and 'System Facilities'.

BRIEF INTERFACE INTRODUCTION


Control Issued Card



The screenshot displays the 'Loyalty Card System' interface. A central window titled 'Read Customer Card' is open, featuring a header with a gift icon and the text 'Loyalty Card System'. Below the header, there is a 'Read card Information' button and a 'Please Insert Customer card' prompt. The main area contains two columns of input fields: Name, Last Name, Phone Number, Cell Phone, Email Address, National Code, and Customer Point. Below these fields are two sections: 'Purchases' and 'Used Gifts', each with a large empty box for data entry. An 'Exit' button is located at the bottom of the window. To the right of the main window is a sidebar menu with the following options: Basic Information Management, Points Definition, Customers management & Card Issuing (highlighted), Save & Edit Customers, Issue Customer Card, Read Card Information, System Operations, CRM, Users Management, Reports Manager, and System Facilities.

Read Customer Card

Loyalty Card System

Read card Information  Please Insert Customer card

Name :

Last Name :

Phone Number :

Cell Phone :


Email Address :

National Code :

Customer Point :

Purchases

Used Gifts

Exit 

Loyalty Card

- Basic Information Management
- Points Definition
- Customers management & Card Issuing
- Save & Edit Customers
- Issue Customer Card
- Read Card Information
- System Operations
- CRM
- Users Management
- Reports Manager
- System Facilities

BRIEF INTERFACE INTRODUCTION

Using Loyalty Card



The screenshot displays the 'Loyalty Card System' interface. A central window titled 'Save Customer Services' is open, featuring a 'Read Card Information' button and a 'Please Insert Customer Card' prompt. The form is divided into several sections: 'Card Information' with fields for Name, Last Name, Phone Number, Cell Phone, Email Address, Card Type, National Code, and Customer Point; 'Required Service' with a 'Service Type' dropdown; 'Costs And Points' with fields for Purchase Price, Special Point, Main Point, and Total Point; and 'Gifts' with fields for 'To be paid' and 'Discount Percent', along with radio buttons for 'Use Cash Gift' and 'Use Discount'. At the bottom of the window are buttons for Exit, Search, Delete, New, and Save. To the right, a sidebar menu lists various system functions: Basic Information Management, Points Definition, Customers management & Card Issuing, System Operations, Save Customer services, Awarded Customers, Buy Points, Process Transactions, CRM, Users Management, Reports Manager, and System Facilities.

Save Customer Services

Loyalty Card System

Read Card Information

Please Insert Customer Card

Card Information

- Name
- Last Name
- Phone Number
- Cell Phone
- Email Address
- Card Type
- National Code
- Customer Point

Required Service

- Service Type

Costs And Points

- Purchase Price
- Special Point
- Main Point
- Total Point

Gifts

- To be paid
- Discount Percent
- Use Cash Gift
- Use Discount

Exit Search Delete New Save

Loyalty Card

- Basic Information Management
- Points Definition
- Customers management & Card Issuing
- System Operations
- Save Customer services
- Awarded Customers
- Buy Points
- Process Transactions
- CRM
- Users Management
- Reports Manager
- System Facilities

BRIEF INTERFACE INTRODUCTION

Awarded Customers



The screenshot displays the 'Loyalty Card System' interface. A central window titled 'Awarded Customer' shows a table of awarded customers. The table has columns for Name, LastName, E-mail, Mobile, Phone, National ID, and Points. The data is as follows:

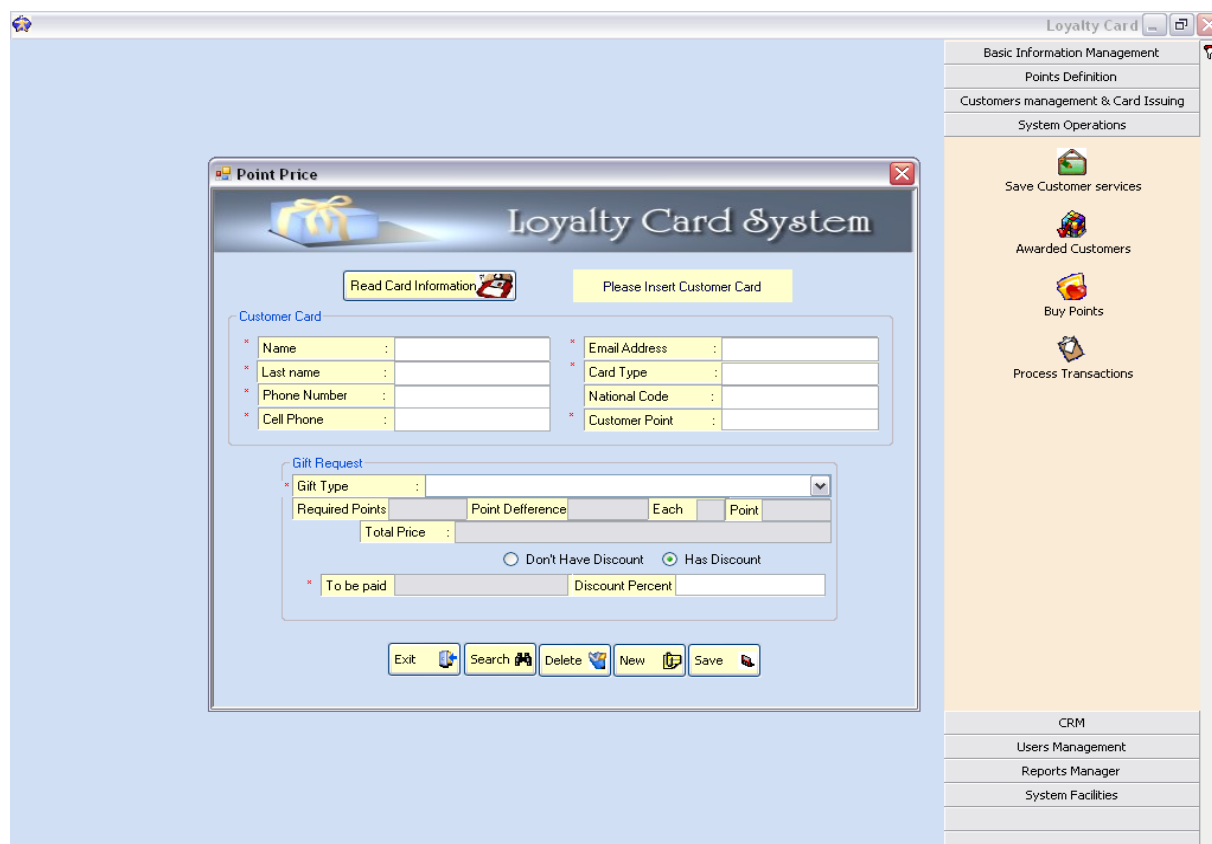
Name	LastName	E-mail	Mobile	Phone	National ID	Points
Mina	Alvandi	SSS@EEE	094585652	2233445566	48514	500
Mayam	Dastani	m@yahoo.com	09126424598	22506610	9999999	445
Shilan	Hajmohamadi	gs@yahoo.com	0912363854	22036639	879654123	170
Shahrzad	Salimi	ss@	6666	6666	444444444	345
Behnoosh	Azimi	a@yahoo.com	09198899	22050405	778899596	2670
Parastoo	Poomirza	pari@yahoo	09123689574	88088888	99998888777	4000

Below the table are two buttons: 'Exit' and 'View Awarded Customer'. The right sidebar contains a menu with the following items:

- Basic Information Management
- Points Definition
- Customers management & Card Issuing
- System Operations
- Save Customer services
- Awarded Customers
- Buy Points
- Process Transactions
- CRM
- Users Management
- Reports Manager
- System Facilities

BRIEF INTERFACE INTRODUCTION


Buy Points



The screenshot displays the 'Loyalty Card System' interface. A central window titled 'Point Price' is open, showing a 'Gift Request' form. The form includes fields for 'Name', 'Last name', 'Phone Number', 'Cell Phone', 'Email Address', 'Card Type', 'National Code', and 'Customer Point'. Below these is a 'Gift Request' section with a 'Gift Type' dropdown, 'Required Points', 'Point Difference', 'Each', and 'Point' fields. A 'Total Price' field is also present. At the bottom of the form, there are radio buttons for 'Don't Have Discount' and 'Has Discount', and a 'To be paid' field with a 'Discount Percent' field. The interface also features a sidebar on the right with a menu of options: 'Basic Information Management', 'Points Definition', 'Customers management & Card Issuing', 'System Operations', 'Save Customer services', 'Awarded Customers', 'Buy Points', 'Process Transactions', 'CRM', 'Users Management', 'Reports Manager', and 'System Facilities'. The 'Buy Points' option is highlighted in the sidebar.

Point Price

Loyalty Card System

Read Card Information  Please Insert Customer Card

Customer Card

* Name : * Email Address :
* Last name : * Card Type :
* Phone Number : * National Code :
* Cell Phone : * Customer Point :

Gift Request





* Gift Type :

Required Points Point Difference Each Point

Total Price :

☐ Don't Have Discount ☒ Has Discount

* To be paid Discount Percent

Exit  Search  Delete  New  Save 

Loyalty Card

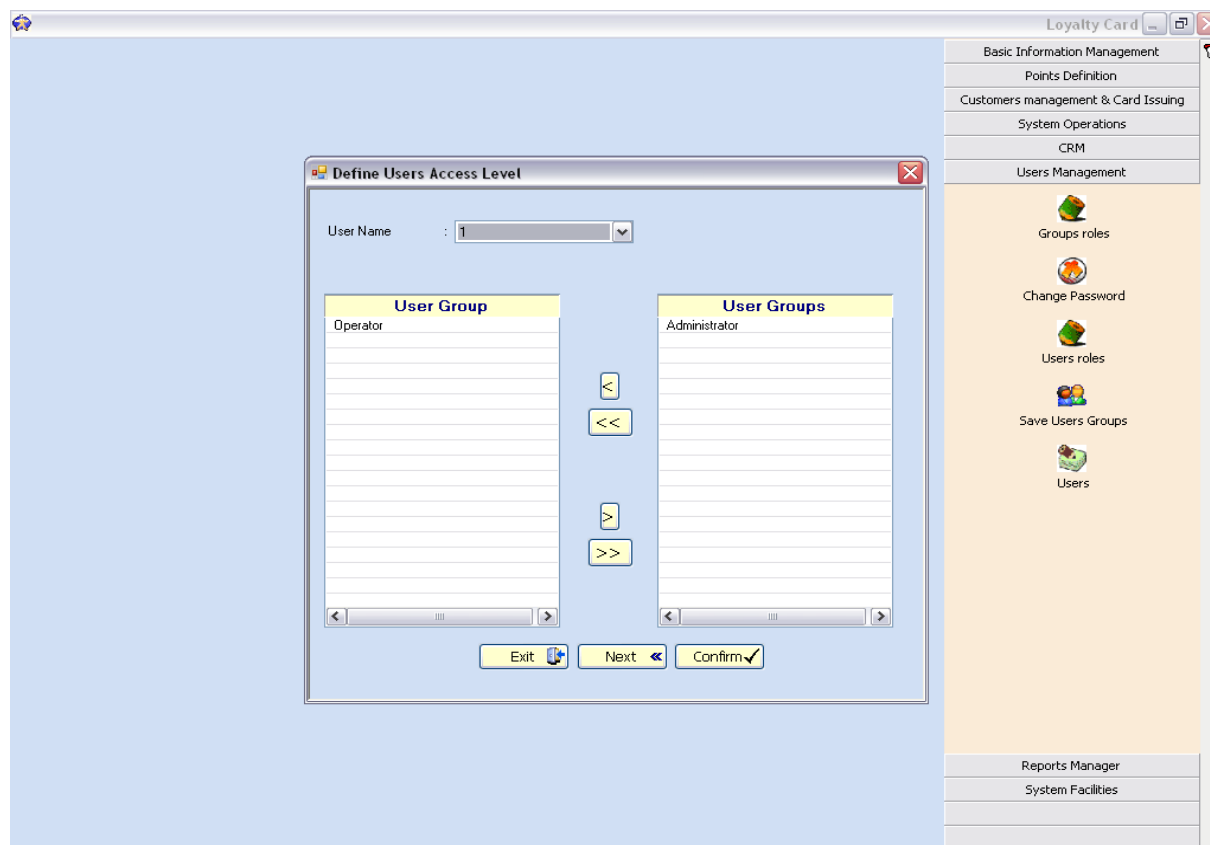
Basic Information Management
Points Definition
Customers management & Card Issuing
System Operations

Save Customer services
Awarded Customers
Buy Points
Process Transactions

CRM
Users Management
Reports Manager
System Facilities

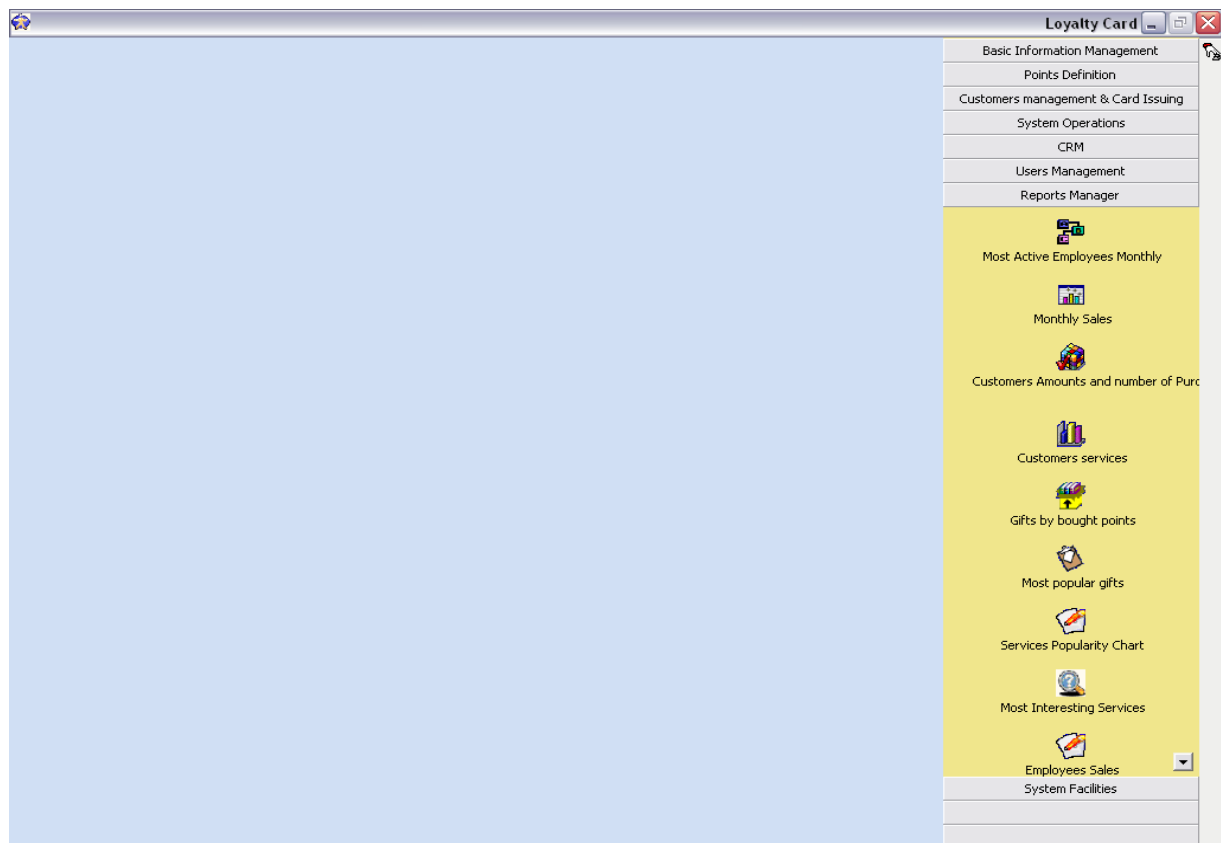
BRIEF INTERFACE INTRODUCTION

User Access



BRIEF INTERFACE INTRODUCTION

Reports Manager





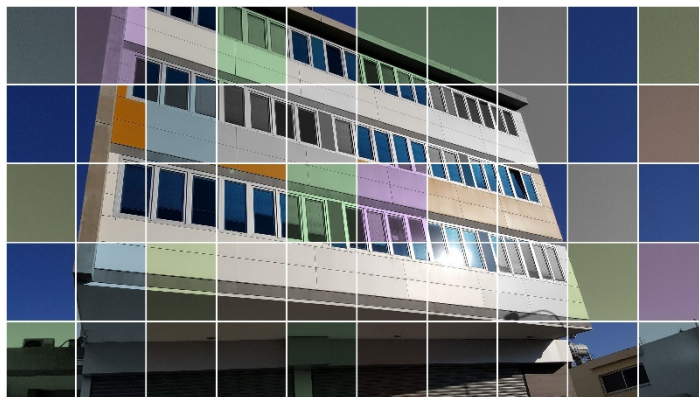
CONCLUSION

- ✓ 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
- ✓ The BKMS Loyalty Solution can be offered to you for a **MINIMUM** monthly fee



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