BKMS GROUP

LOYALTY SCHEMES & SOLUTIONS

Family Office BKMS

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...

Customers DataBase

CRM

Loyalty News

Forwarding for customers

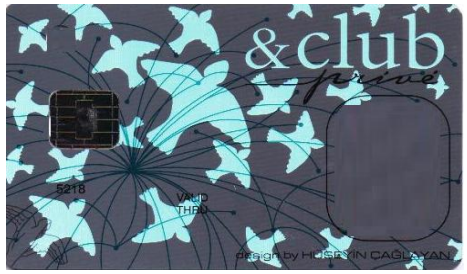
Card Readers

Loyalty cards

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?

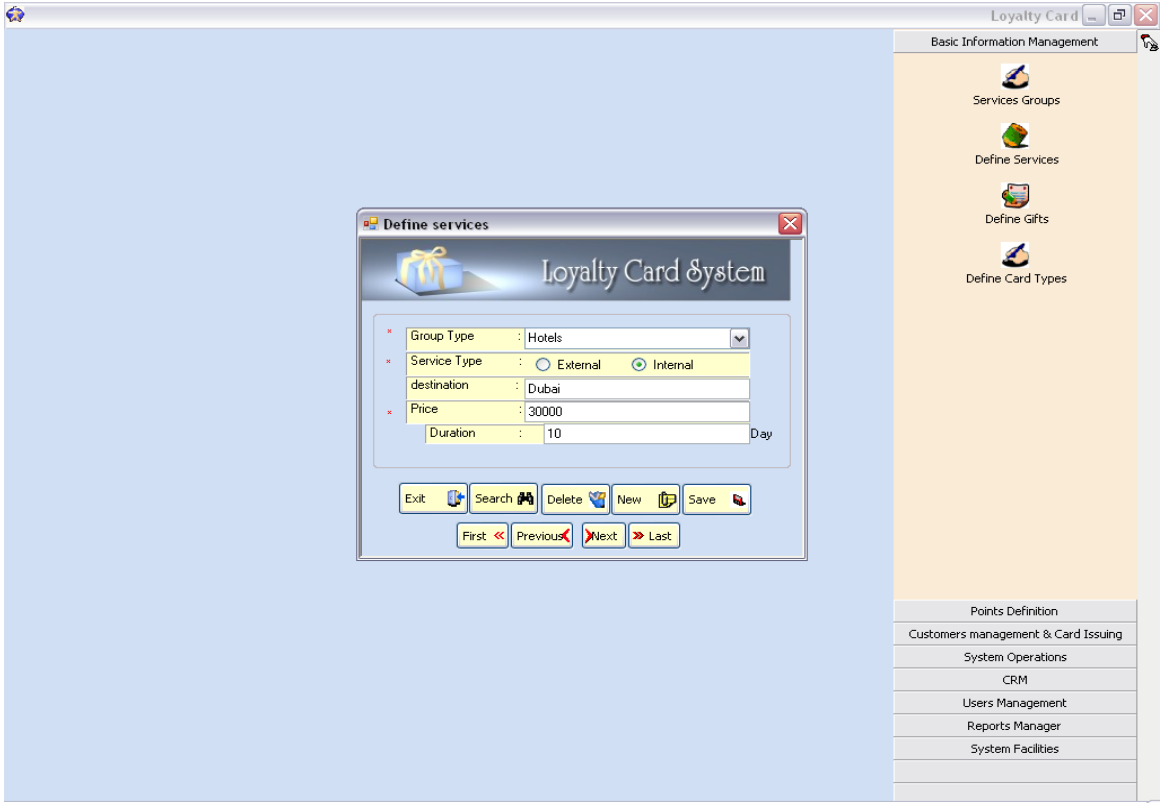
Card

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

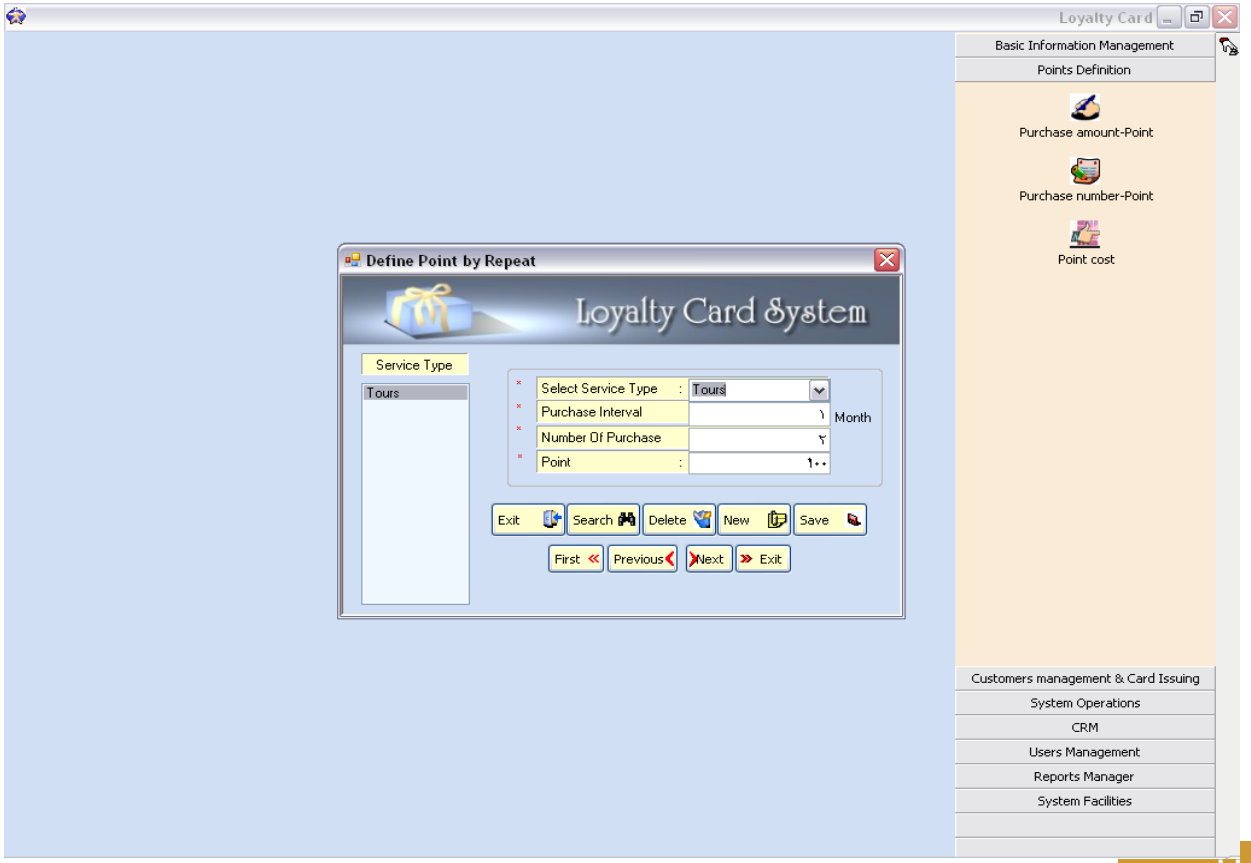
User Login

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

Basic Information Management



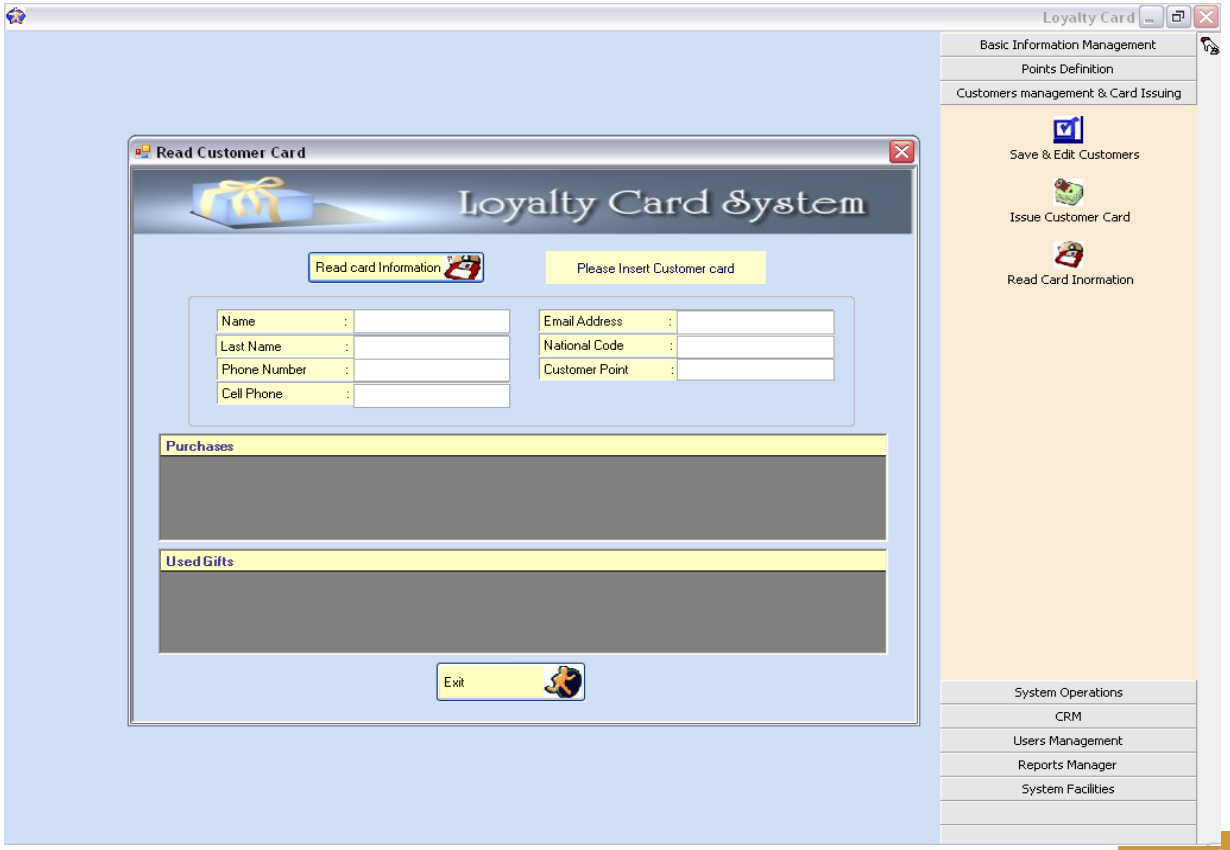
Points Definition



Brief Interface Introduction

Issue Card

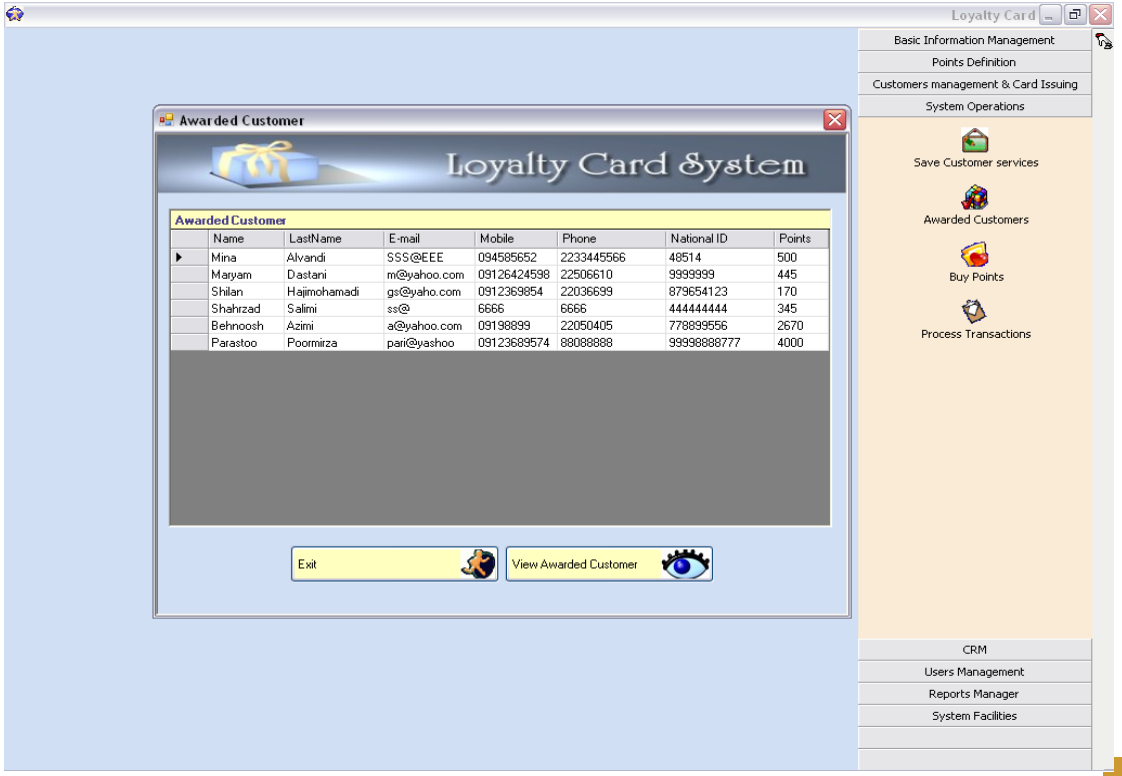
Control Issued Card



Brief Interface Introduction

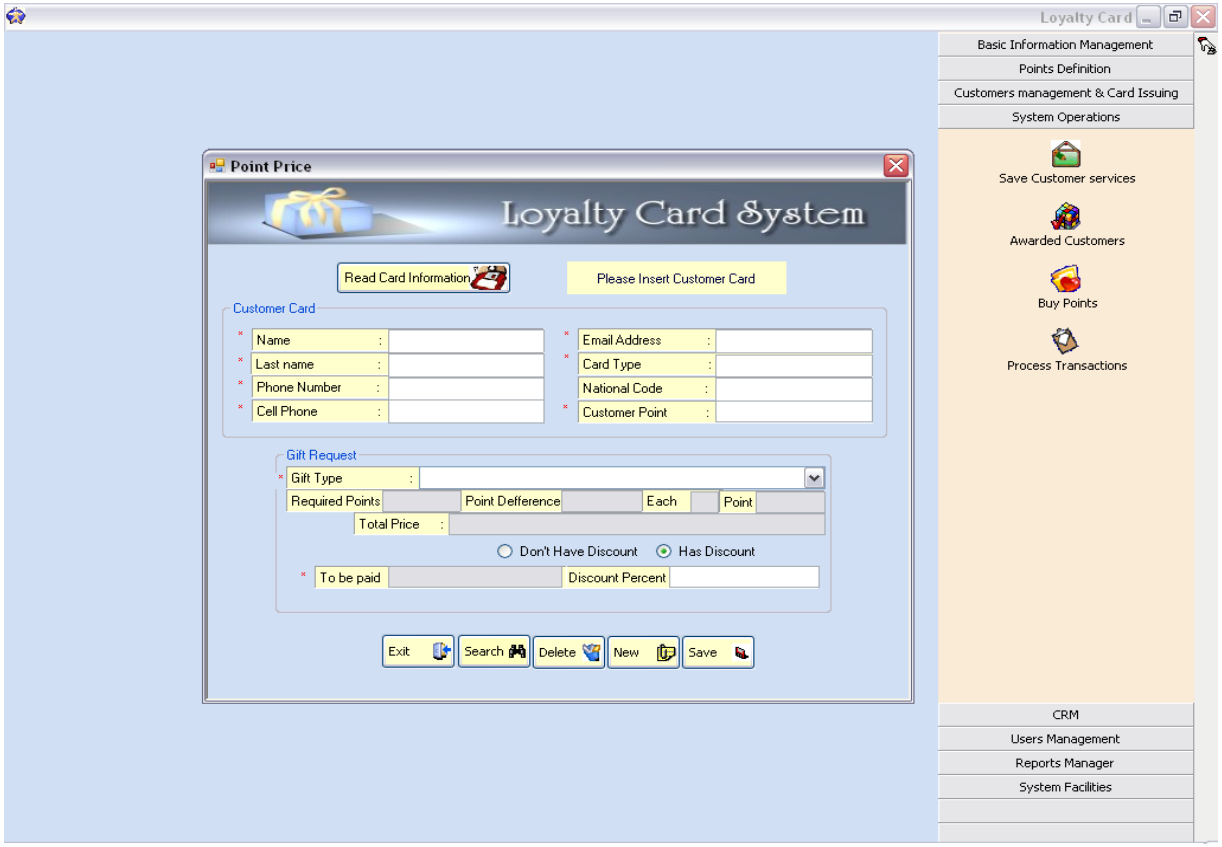
Using Loyalty Card

Awarded Customers



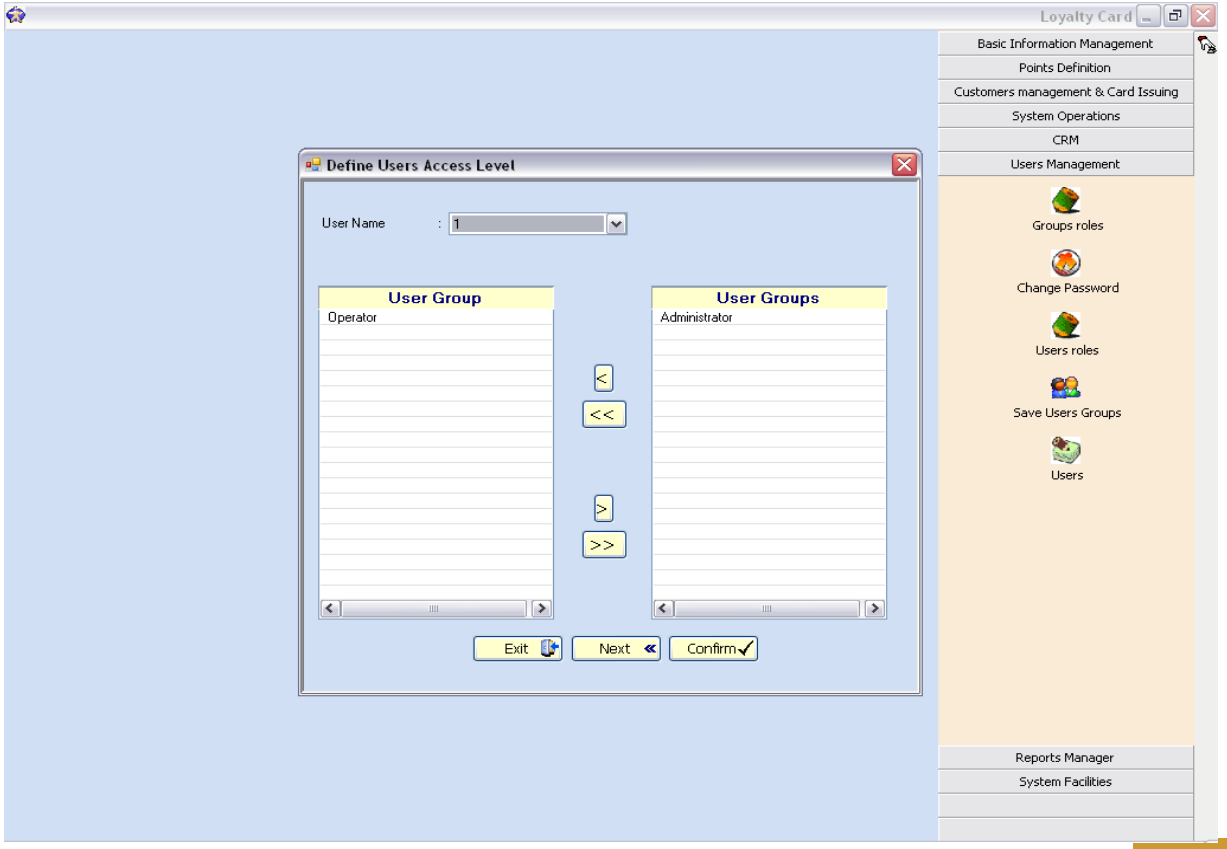
Brief Interface Introduction

Buy Points

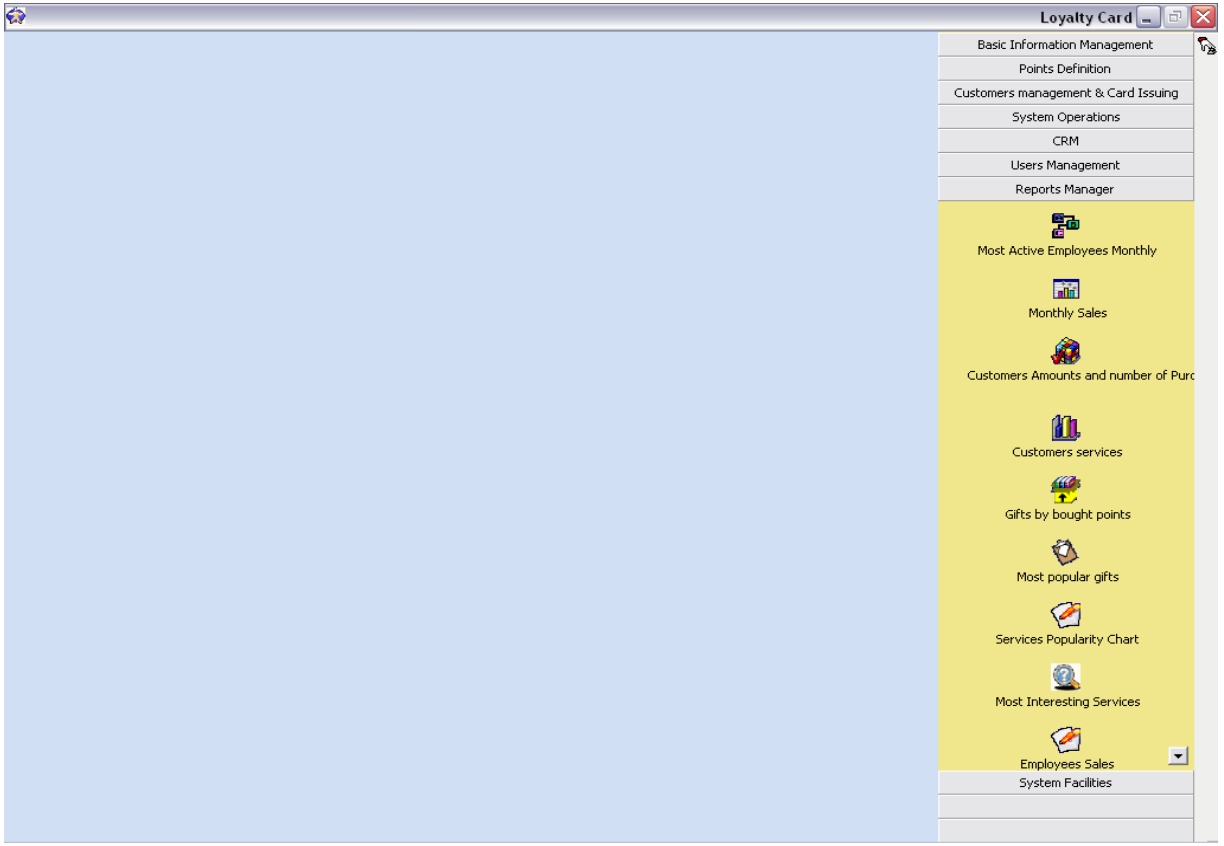


Brief Interface Introduction

User Access



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

Contact Details

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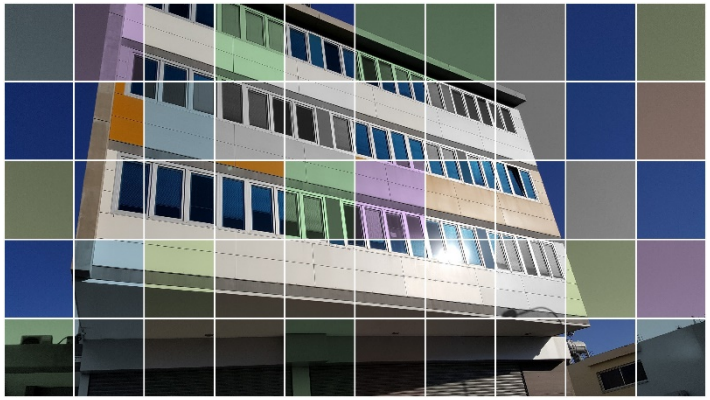

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