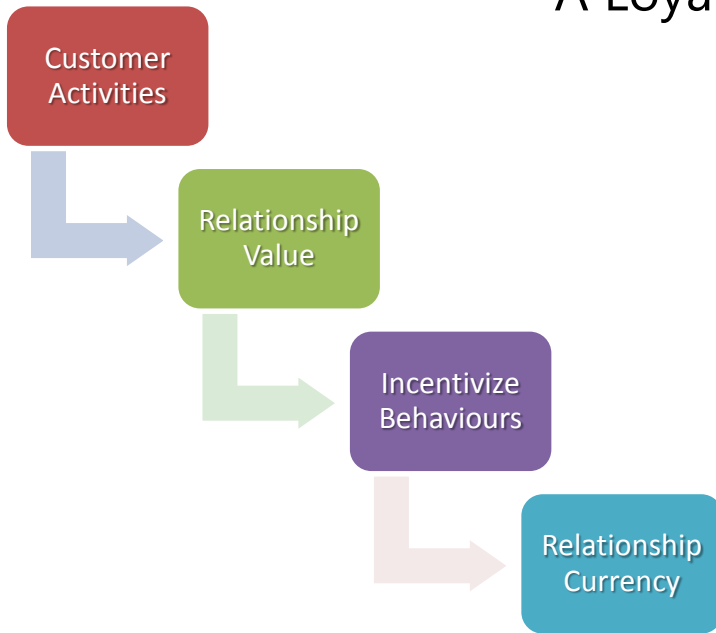


A Loyalty Platform for Banking



miLoyalty provides a single platform to enable end-to-end enterprise loyalty. While program design is of course essential to the success of any loyalty-based initiative, there are many features required from a technical standpoint.

Can your solution manage contributions across multiple customer levels and lines of business? Can the cost and benefits of such a solution be applied likewise?

Can a transaction be assigned as part of the contribution rules including calculations support for multiple algorithms like percentage, flat, and tiered?

Loyalty by Design: a Platform with Domain in its DNA

Besides developing a purpose built customer centricity solution, the Zafin Labs team has implemented miLoyalty dozens of times, meaning the design of a comprehensive loyalty program is part of our DNA. The flexible miLoyalty application combined with an experienced implementation team means that the successful implementation of a loyalty platform is all but assured. We will help you develop a business case and ROI model for each line of business based on the profit generated from the incentivized behaviour of new and current customers.

Top 5 Benefits of miLoyalty

1. Roll out rewards, benefits and loyalty across the enterprise – at customer level as well as at the brand level
2. Allows for internal and external redemptions – highly flexible to meet different target market needs
3. Let customers choose their benefit – provide the highest level of customer experience
4. Provide effective and automated cost allocation between lines of business – internal transparency and clarity
5. An implementation team that will help design a successful and profitable loyalty program for you and your customers



The Features and Benefits of an Enterprise-wide Loyalty Platform

The features of miLoyalty allow banks to:

- Store, track and manage points contribution at multiple levels;
- Create standard templates which can be reused by business users to launch new programs without reliance on IT teams;
- Assign any transaction as part of the contribution rules including support for multiple algorithms like percentage, flat, tiered.

With comprehensive experience in deploying miLoyalty in tier-1 banks across the globe, Zafin Labs has loyalty hard-wired into its banking DNA. This domain knowledge, coupled with the flexible, rules-based architecture of miLoyalty is what makes our value proposition so compelling to banks.

“The genius of the solution lies in its ability to innovate and create new products as part of a customer loyalty solution. The project was completed successfully in an impressive 3 months.”

~ Mr. Anan Makhlof - Senior Manager, Business Development, National Bank of Abu Dhabi



Core Banking System

Using information available in the core system, miLoyalty makes it possible to quickly create reward schemes for customers. Relationship and loyalty managers are able to thereby create compelling offers to attract, retain, and encourage wallet share growth based on incentives and desired behaviours. The result is happier customers, increased loyalty, and revenue expansion.



Relationship and loyalty managers receive actionable data.



For more information on how Zafin Labs can help you with Enterprise Loyalty Solutions, please visit: www.zafinlabs.com

Or contact us at: info@zafinlabs.com