

# PAYFLEX LOYALTY SUITE



Perfecting the way you acquire new customers, maximise retention and manage customer engagement.



# What is PayFlex Loyalty Suite?



# PayFlex Loyalty is...



A **dynamic suite** which is initiated by **the activities** of your customers, employees and partners or the **data** you have.

PayFlex Loyalty Suite is ideal for



Telco,  Retail,



Banking industries...



Let's build your loyalty  
solution in 3 steps >>>



# Let's build your loyalty solution in 3 steps



First, you will define your ultimate business goals.



Next, we will work on the strategies to build the best solution for your business



Finally, we will build the right solution for you to get the maximum benefits.

with PayFlex Loyalty Suite...



Define your ultimate  
business goals

and let us take you there.





Let's define your ultimate business goals

What do you need to achieve?

Increase customer loyalty?

Increase cross-sell & upsell?      Acquire new customers?

Increase sales team's motivation and commitment?

Create a tier program for partners/resellers?

Increase wallet share?

Maximize retention?



STEP  
2

Identify your strategies...

...to build the best solution  
for your business





## STEP 2

Identify your strategies

To achieve your goals, you can...

Gamify Your business

Instantly launch exclusive discounts & rewards

Implement location based technology

Send personalized offers

Utilize social media for brand awareness

Create omni-channel consistency

Boost online and mobile interaction



We build the right solution...

...to help you reach  
your goals.



# We build the right solution

## For customers

-  Classic Loyalty
-  Instant Offers  
(Location and event based)
-  Brand partnership

## For sales teams & partners

-  Sales Team Motivator



# Boost your benefits

Cross-sell



Retention



Acquisition



PayFlex Loyalty Suite is flexible because

you can add any of the Loyalty Suite modules on your existing loyalty system

or you can start building a loyalty system from scratch.

- Auctions
- Classic Loyalty
- Sales Team Motivator
- Gamification
- Points & Discounts
- Brand partnership
- Motivation Boosters
- Instant Offers



# Boost your benefits

Cross-sell



Retention



Acquisition



If you want to maximize your cross-sell benefits, you can choose **one or more of the modules below.**

- ▣ Auctions
- ▣ Classic Loyalty
- ▣ Sales Team Motivator
- ▣ Gamification
- ▣ Points & Discounts
- ▣ Brand partnership
- ▣ Motivation Boosters
- ▣ Instant Offers



# Boost your benefits

Cross-sell



Retention



Acquisition



If you want to maximize your Acquisition benefits, you can choose **one or more of the modules below.**

- ▣ Auctions
- ▣ Classic Loyalty
- ▣ Sales Team Motivator
- ▣ Gamification
- ▣ Points & Discounts
- ▣ Brand partnership
- ▣ Motivation Boosters
- ▣ Instant Offers



# Boost your benefits

Cross-sell



Retention



Acquisition



If you want to maximize your Retention benefits, you can choose **one or more of the modules below.**

- ▣ Auctions
- ▣ Classic Loyalty
- ▣ Sales Team Motivator
- ▣ Gamification
- ▣ Points & Discounts
- ▣ Brand partnership
- ▣ Motivation Boosters
- ▣ Instant Offers



# Boost your benefits

Cross-sell



Retention



Acquisition



If you choose all of these modules in Loyalty Suite, you can maximize cross-sell, retention and acquisition benefits all at the same time.

- ▣ Auctions
- ▣ Classic Loyalty
- ▣ Sales Team Motivator
- ▣ Gamification
- ▣ Points & Discounts
- ▣ Brand partnership
- ▣ Motivation Boosters
- ▣ Instant Offers



Leading retail, telco and banking companies  
have chosen PayFlex Loyalty Suite...

➤➤ Read more to find out these companies

**STC**  
الاتصالات السعودية



Saudi Telecom Company  
chose PayFlex Loyalty Suite...



## Before PayFlex Loyalty Suite...

### The objectives of STC were:

- to transfer its paper-based system to online,
- to acquire new customers and
- to reward customers for using their services





With PayFlex Loyalty Suite...

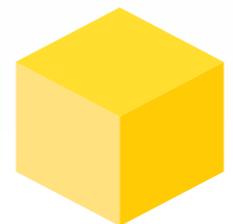
## STC created...

- a seamless infrastructure that rewards subscribers immediately
- a brand partnership program where points redeemed as cash at member merchants





# PayFlex Loyalty Suite's



Classic Loyalty



& Brand Partnership

helped STC to reach the customer retention goal...



Cross-sell



Retention



Acquisition





We developed a loyalty system for Ooredoo

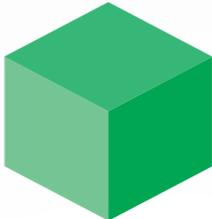


Before PayFlex Loyalty Suite,  
Ooredoo needed...

- ◆ to segment their existing subscribers
- ◆ to reward subscribers with meaningful rewards
- ◆ to acquire new customers





With  the Brand Partnership  
&  Classic Loyalty Ooredoo gained...

- ◆ a state of the art system that applies segment-specific and automatic rewarding for each customer
- ◆ a rewarding system with discounts at shopping centers and service providers and priority customer service at call center

Cross-sell



Retention



Acquisition





BankMed also chose PayFlex Loyalty Suite...

- ◆ to engage new customers to its ecosystem
- ◆ to maximize its retention by establishing organic link among customers, the bank, and the retail sector



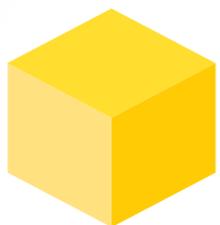
With PayFlex Loyalty Suite...

## BankMed reached...

- ◆ ...a comprehensive infrastructure including a gift card system that supports international use,
- ◆ a POS network,
- ◆ a Kiosk network and
- ◆ web portals for customers, the bank, and participating stores.





The  Classic Loyalty and  Brand Partnership boosted the company's "acquisition" goal.





Qatar National Bank chose PayFlex Loyalty Suite



## Qatar National Bank needed to...

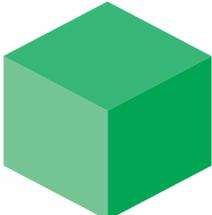
- reward customers for utilizing low cost banking channels such as the online branch
- engage new customers to the rewards program
- increase retention by motivating customers to actively participate in the program



As a result of PayFlex Loyalty Suite...

- Life Rewards loyalty program has been developed with dynamic campaigns and cross loyalty integrations
- Customers are offered the opportunity to gain points not only for card usage but also for use in other banking services.
- Internet banking was placed at the centre of the loyalty transactions to increase its use.



 The Brand Partnership  
&  Classic Loyalty

helped QNB to maximise cross-sell and retention benefits.

Cross-sell

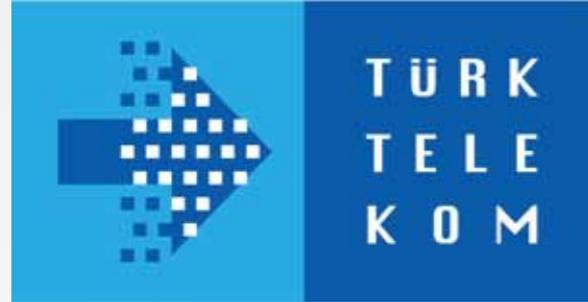


Retention



Acquisition





Türk Telekom is another Telco company choosing PayFlex Loyalty Suite.



## Before PayFlex Loyalty Suite

### Türk Telekom needed to...

- ◆ retain its landline, broadband, and mobile subscribers in the fierce competition
- ◆ increase individual and corporate customer loyalty
- ◆ offer discounts at various brands





## As a result of the PayFlex Loyalty Suite

- ❖ Tekno Kumbara program was implemented: It is a flawless infrastructure which offers a variety of privileges to the +16 million customers of the company.
- ❖ The corporate product sales of Turk Telekom is increased.





Türk Telekom boosted the Cross-sell and Retention benefits with Brand Partnership modules.



Cross-sell



Retention



Acquisition



So, what is your  
business objective?

Acquiring new customers?

Maximizing retention?

Increasing market share with up  
sell & cross-sell activities?

What do you need to achieve?

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