

# SOLVERÉGLOBAL

**A DATA DRIVEN AND TECH ENABLED GLOBAL MARKETING SOLUTIONS COMPANY**

## **WE HELP OUR CLIENTS**

**Create meaningful relationships with their  
CUSTOMERS, CHANNEL PARTNERS,  
EMPLOYEES & INFLUENCERS**

## **BY EMBRACING**

**SAAS**

**ANALYTICS**

**DIGITAL**

# OUR SOLUTIONS

## **CUSTOMER MARKETING SOLUTIONS**

Attract and retain customers for life



## **CHANNEL MARKETING SOLUTIONS**

Drive channel performance through  
effective marketing



## **NETCARROTS STRATEGIC SERVICES**

Strategic consulting project management  
services to achieve optimum profitability





# CUSTOMER MARKETING

## DRIVE PERSONALIZED CONVERSATIONS. INCREASE CONVERSIONS. GROW MORE

We can help you take big, transformative steps in your quest to be a customer-obsessed and growth-oriented-organization.



CONTESTS



CAMPAIGNS



COUPONING



REFERRALS



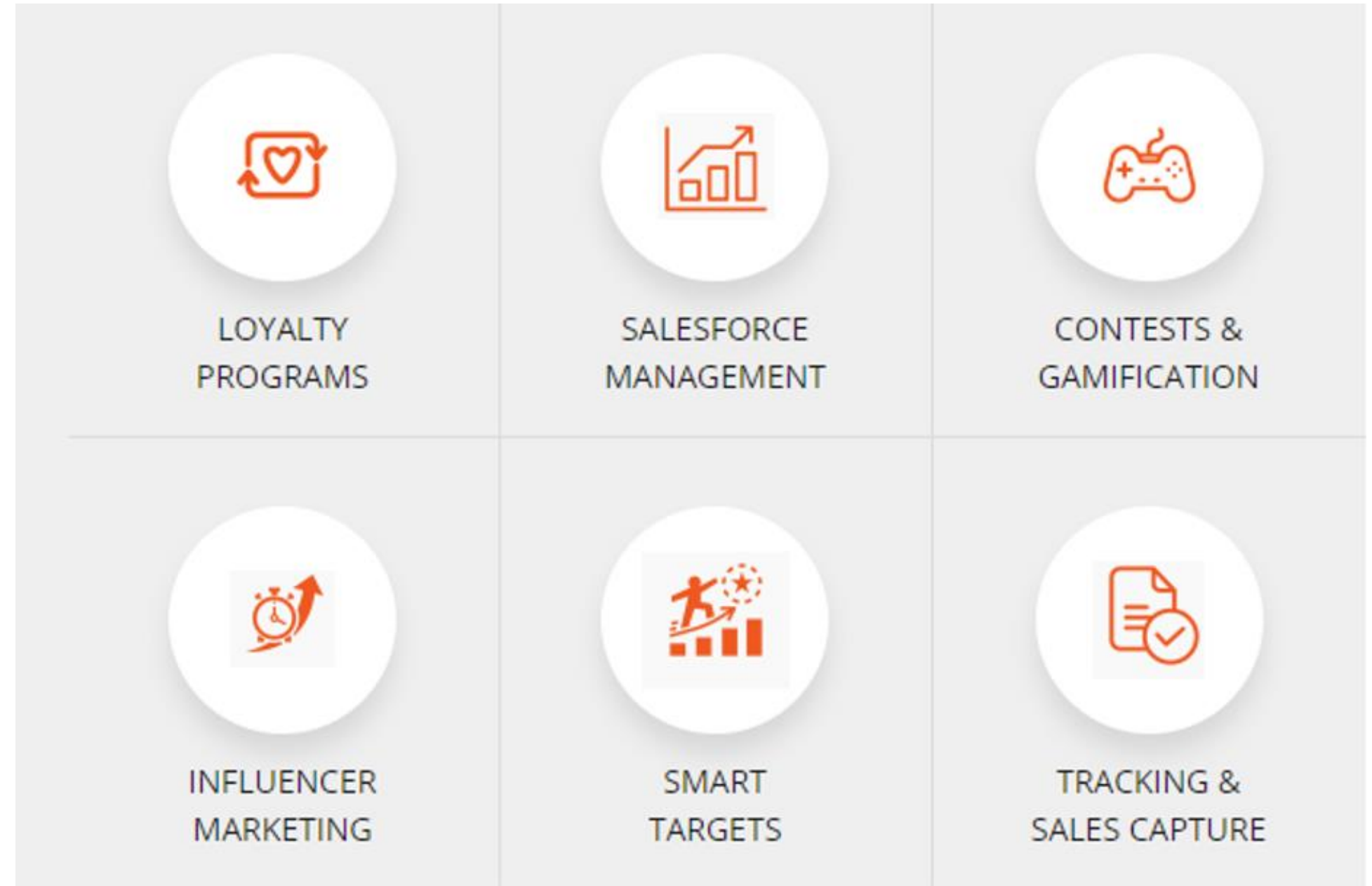
EXPERIENCE AUDIT



LOYALTY MANAGEMENT

## POWER MOBILE-FIRST, INTERACTIVE, CHANNEL ENGAGEMENT. CONNECT MORE.

We can help you build seamless channel connectivity, drive channel visibility and amplify channel marketing ROI.



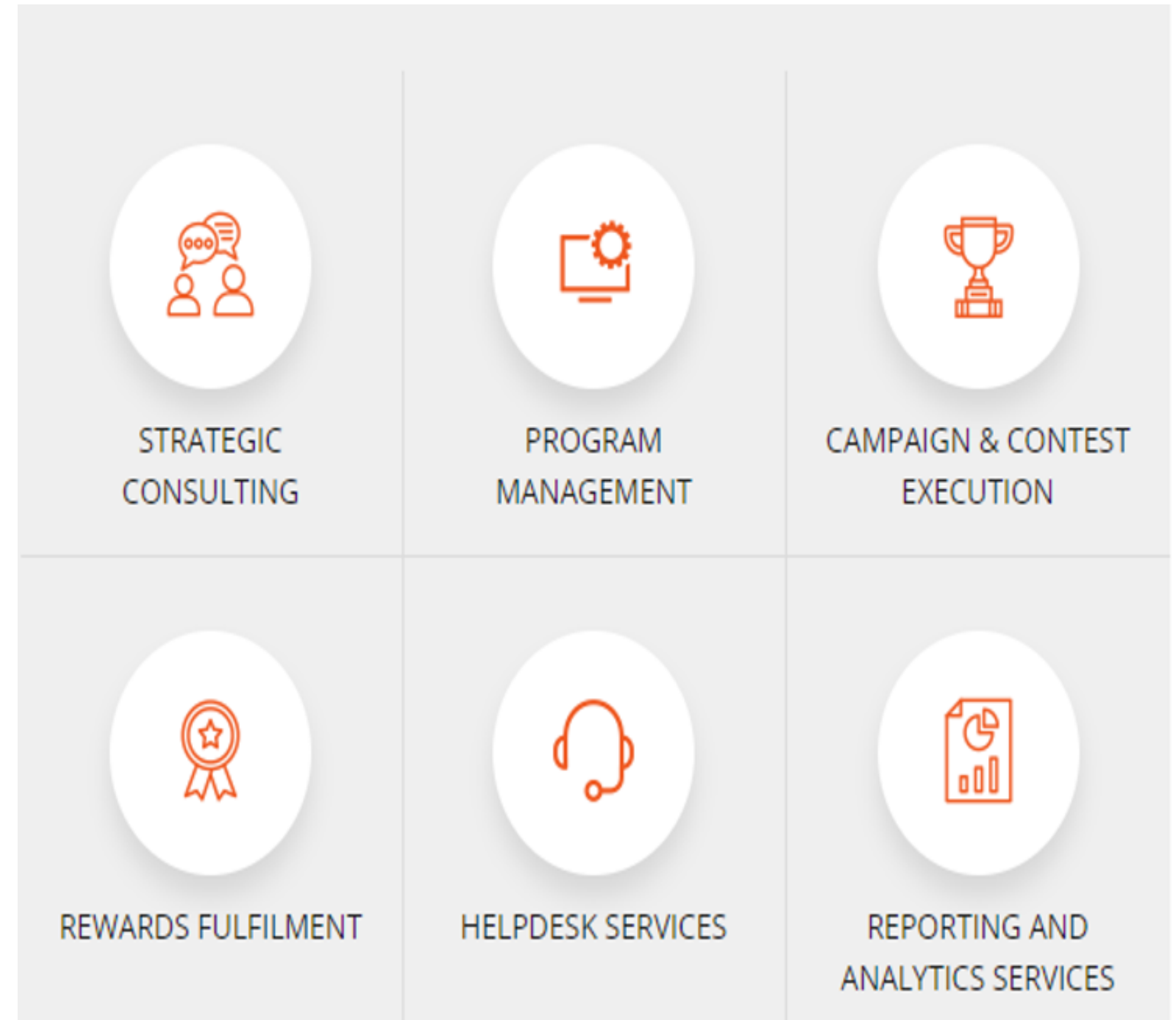


# STRATEGIC SERVICES

## BRING YOUR GROWTH PLANS TO LIFE WITH SOLUTIONS THAT WORK.

For the last 20 years, our team of experienced consultants at NetCarrots Loyalty Services, a division of Solvere Global, have been delivering value to customer centric businesses across diverse industries such as Manufacturing, Retail, FMCG, Travel & Hospitality, Real Estate and Healthcare.

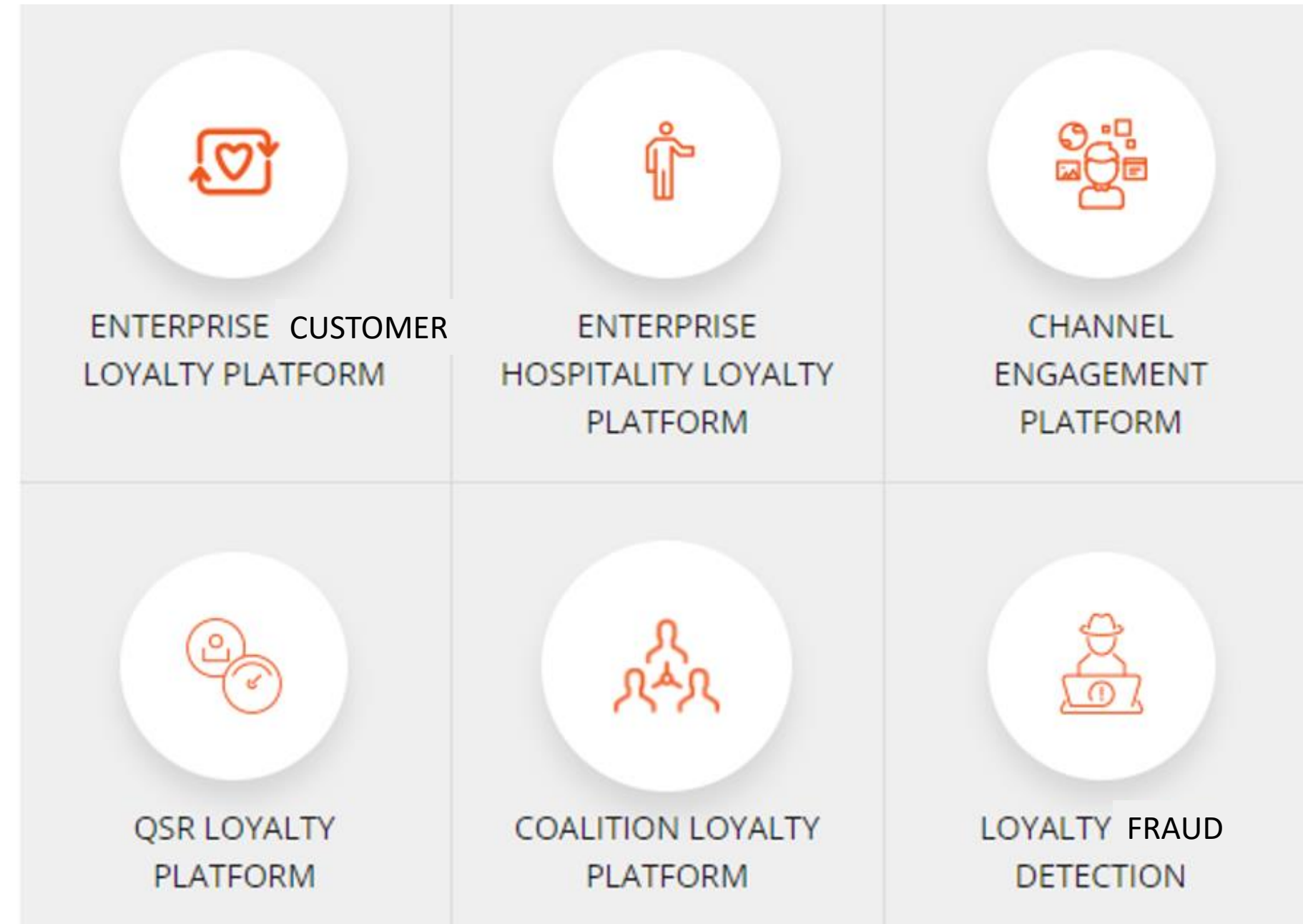
Incorporated in the year 2000, NETCARROTS is one of India's oldest and most awarded Loyalty Marketing and Customer Experience companies.



# TECHNOLOGY SOLUTIONS

## DRIVE PERSONALIZATION, REPEAT SALES AND REFERRALS. DO MORE.

More than 150 clients have driven repeat sales and referrals while delivering highly personalized customer experiences using our technology solutions.






# OUR BELIEVERS...

## CUSTOMER PROGRAMS



## CHANNEL PROGRAMS

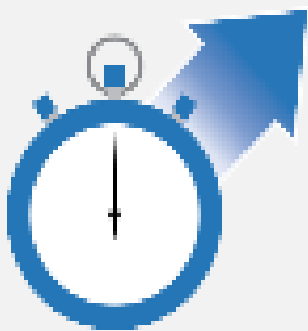


 **Award Winning Programs**

# OUR VALUE PROPOSITION

## RICH EXPERIENCE

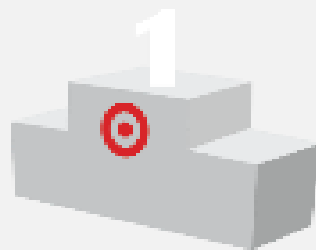
of operating loyalty programs



Unique insights from our 20+ years of loyalty marketing help clients drive revenue, frequency, recency, campaign response rates, member activation, etc.

## WE PUT YOUR BUSINESS FIRST

and enable our technology around that

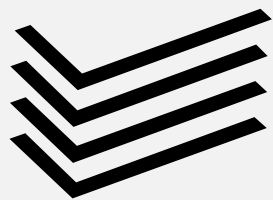


Due to a client's reservation system limitation we enabled redemption stay bookings directly on our platform

## OUR ADVANTAGE

## EASE OF ADOPTION

as built around client processes



Typically it takes 4-5 business days to have marketing, operations & customer service teams trained on our platform with them being proficient within 2-3 weeks.

## 360° SOLUTION THAT IS FLEXIBLE & DYNAMIC

to respond quickly



When a client opted out of a hospitality marketing alliance, we launched their program within 4 months, retaining 65% of loyalty base.

**Empowering the creation of successful loyalty programs  
that understand and drive customer behaviour**

# Allegiance Enterprise 5.0



# Our USP

**Fast to implement and lower costs**  
→ our web- & Software as a Service based platforms make loyalty programs affordable.



**Comprehensive and standardized**  
→ usually covering > 85% of client requirements out of the box.



**Flexible & scalable**  
→ Can plugin all sectors and program sizes; configurable to individual requirements.



# Key Product Capabilities

- Configurable masters for easy setup
  - Brands, Departments, Categories, SKUs, Member Profile, Tiers, Users etc.
- Complete Partner management
  - Onboarding, Integration, Rights, liability, billing, settlement
- Multiple Member Types
  - Transacting, Engaged, Invited (external data sets), imported (event/contest/ socially engaged)
- Multi Channel Real time/ batch enrolments
  - Backend, Website, App, PWA, Call Center, Field Agent
- Active member profile management with update history
- Tracking and rewarding desired behaviors
  - Transactions, interactions, engagements and referrals

# Key Product Capabilities

- Comprehensive real time auto refreshed segmentation
  - Brand based, Calendar based, Profile based, transaction based, externally imported special groups
- Customized targeted Communication and tracking across multiple media
- Multiple reward types
- Real-time Batch /rewards processing
- Providing interfaces to other external systems
- Reporting / MIS including Program & member dashboards



# Multiple sources of Member Enrolment

- Real Time Enrolment from Outlet using web services.
- Enrolment through Batch File
- From Call Center – Helpdesk agent
- Missed Call on assigned IVR No
- Using SMS – Short Codes
- Self-Sign up on APP/Member Website
- Using PWA (Progressive Web APP) Platform

# Reward the way you want to...

- Fully configurable -Run just about any rewarding rule that you would like to
  - Basis purchase amount & purchase quantity
    - Buy at least 2 stores and spend more than Rs. 2,000 and get 300 additional points
  - Basis specific dates, days, time periods
    - Purchase on the 1st Tuesday between 11am and 1pm of every month till July'19 and get rewarded extra
  - Basis a specific outlet / location/time
    - Bonus points for members arriving 2 hrs. before flight departure
  - Basis specific members
    - Members who have not purchased in the last 3 months will get 250 points on their next purchase
  - Basis Brand / Product category / Part Reference
    - Reward Double points for all purchases on Shirts at XYZ brand
  - Basis Non-transactional / Social media Interactions
    - Like the facebook page or respond to a survey and get 500 additional points

# Manage Targeted Offers to Members

## Create target Offers based on

- Type of brand bought
- Product categories / Items bought
- Geographic location of member
- Frequency of purchases
- Membership tier of member
- Transacted within specific date periods

## Offer Communication

- Create Offers & communicate via
  - Email
  - Website
  - Mobile App
- Member segment wise offers - Targeted members to increase sale



# Member Communication & End to end campaign tracking

- Deliver targeted and personalized messages through email, mail, text message, web or mobile.
- Automated triggered communication to members on defined business rules
- Integrate with third party email service providers for detailed tracking
- Track the complete performance funnel of a campaign

# Drive Member Engagement

- The Loyalty platform enables one to engage members through
  - Trigger based email / mobile /PWA/ InApp based communication
  - Targeted and relevant offers to members at the right time
    - Upgrade offer on basis repeat travel/activity
  - Create special interest groups within the program
    - Business Persons /Corporates/ Family / Students/ etc.
  - Integrate social media channels – facebook, twitter, etc.
  - Multiple mediums based on member's preference
    - Across web, mobile, mobile app, sms, mail or email
  - Basis Non-transactional
    - Participate in an event or respond to a survey and get 500 additional points

# Integrated Redemption Engine

- Set up a Rewards shop & points can be redeemed through a member web / backend admin / mobile app
  - Configure inventory, award items, electronic vouchers
- Order status tracking
  - Order status communications (e.g. placed, cancelled, issued)
- Direct POS/ E commerce redemptions
- Points Exchange across partners e.g. Air miles, etc.
- Redeem Towards own vouchers



# Streamline Back-office & Financial Operations

- Integrated customer service modules
  - Quick access to member transaction history, member profile, points, campaigns etc.
  - Member Communication log
  - Log, track and assign member queries with a built-in escalation matrix
- Member management
  - Transaction related such as manual issuance of points, management of membership tiers,
  - Membership management including house-holding, card activation, profile updation, etc.
- Financial management of points
  - Billing rates for partners for accrual/redemption basis different transaction parameters
  - Detailed billing reports - Financial reconciliation to partners
- Card issuance and management
  - Virtual/Physical cards issuance basis member tiers
  - Anonymous card issuance with inventory management
  - Track welcome kits and other dispatches to members
- Manage member communication
  - Invites to events, participation, etc.

# Easy integration across Platforms

- POS Systems:
  - The platform can integrate with various POS systems and streamline the operations using the available APIs. POS systems across domains have been integrated – *Oracle, ETP, Opera, PMS such as Protel, IDS & Synxis*
- Campaign Management/ Mailing Solutions
  - Integrations with *SilverPop, Listrak, Netcore & Karix*. APIs available to connect with other email marketing platforms.
- Enterprise CRM
  - Integrations to *SAP & Salesforce*. APIs available to connect with other available platforms.

# Restful API's – Easy Connectivity Across Interfaces / Platforms

## Member Websites/ APPs

- Login Web Service
- Login with FB Web service
- Profile Update Web service
- Contact Us Web service
- Account Statement Web service
- Claim Missing Points Web service
- Manage with E-mail Web service
- Forgot Password Web service
- Change Password Web service
- Points Gifting Web service
- Family Linking web service
- Family delinking Web service
- Social Media Login Web service
- Get member Detail API Service
- Redemption permission Service

## POS Solutions

- Point Balance
- Member Search
- Redemption
- Redemption Reversal
- Gift Voucher Validation
- Gift Voucher Reversal
- Void Transaction
- Discount availed Web Service
- Bill Cancellation Web Service
- Enrollment Web service
- Blocking Point Web Service
- Blocking Point Reversal Web Service
- IVR Web Service
- Update Profile Web Service

## Campaign Tools

- Card No Allocation API
- Member Search API
- Member Enrolment API
- Update Profile API
- Member Referral API
- Referral History API
- Point Balance

## E Commerce

- Member Verification
- Validate OTP
- Member Enrollment
- Member Search
- Redeem Points
- Redeemed Points reversal
- Void Transaction
- Get Balance

# Reporting and Business Intelligence

- Real-time reporting engine with more than 45 reports covering various aspects of the program:
  - Member & demographic related
  - Program and campaign performance
  - Member transaction and operational reports
  - Exception reporting
- Triggered alerts for fraudulent activity available basis pre-defined rules
- All reports can be exported in various formats such as Excel, PDF, CSV, etc.
- Develop custom reports & dashboards using the optional business intelligence tool
  - Add / drop parameters for reporting
  - Slice / dice / drill down / drill through capabilities



# WHAT CAN WE SOLVE FOR YOU TODAY?