

Loyalty Manager is part of the Dialog Manager suite, which is a unique multi-channel solution enabling you to attract, retain and grow customer relationships across traditional sale-, service- and marketing boundaries.

Loyalty Manager, DIALOG MANAGER

VISUAL LOYALTY MONITORING

DESCRIPTION

A primary reason for implementing CRM is the need to retain customers - to increase their loyalty. An important step in this process is a model for monitoring the customer's loyalty. Loyalty Manager is such a model.

Complete loyalty picture

By definition, loyalty is always associated with individuals as it is based on persons' opinions. As a reason the loyalty score has to be registered on a specific person. The complete loyalty picture is then created by consolidating the loyalty to a group, a company or a parent. Loyalty Manager utilizes Dialog Manager's unique dimension management to make this happen.

Through Loyalty Manager a complete loyalty picture for a complex customer structure is created. The loyalty measurements can be carried out on a regular basis without using massive amounts of resources. As the answers are fed into the system the measurement value increases steadily because you start gaining that all important overview of customer loyalty movements.

X-act

Loyalty Manager is based on the model, X-act, developed by Stig Jørgensen & Partner. The model is directly integrated with Profile Manager. The loyalty measurement is based on a number of questions about the individual customer's current attitude towards the company and the satisfaction degree towards delivered products and services.

The loyalty result is presented in a two-dimensional loyalty matrices where the customer's relative *Attractivity* is on the one axis and the *Strenght* of the customer's relation is on the other axis. The customer's total loyalty is found directly in the matrice. The 9 squares are split up into the categories: "Ambassador", "Loyal", "Risc" and "Lost".

Based on own business principles

The questions behind the loyalty profile calculations should of course be defined individually by the company based on company type, industry, market situation, etc. In Dialog Manager it is easy to change both the question wording as well as the underlying calculations whenever it is required.

Operational implementation

The most vital success factor in connection with loyalty work is putting the recently acquired knowledge about the individual customer loyalty profile into practice.

A customer with decreasing loyalty often requires rapid and targeted action to prevent customer loss. An Ambassador customer may be contacted to strengthen the dialogue. As the loyalty profile is an integrated Dialog Manager component the company can respond to these signals manually as they appear - or even fully automate responses via Campaign Manager.



KEY BENEFITS

- ✓ Continuous loyalty monitoring optimizes customer life cycle knowledge
- ✓ Multi-dimensional loyalty scores produces detailed and multi-faceted customer insight
- ✓ Complete loyalty picture
- ✓ Successive construction of loyalty score
- ✓ Supports the tested "X-act" loyalty model
- ✓ Multi-level graphical presentation provides intuitive understanding of current loyalty status and development
- ✓ Supports tested "Problem Detective Study"
- ✓ Tailor-made methodology and model for "Loyalty Score"
- ✓ Fully integrated with Campaign Manager gives access to rapid loyalty development response
- ✓ Via Dialog Manager's system logic is automatically generated graphical loyalty picture
- ✓ Loyalty matrix data foundation can be registered in different ways:
 - User's directly typed response via web
 - Import of data from external supplier
 - Direct response typing on Profile Card
- ✓ Questions are further analyzed in "Problem Detective Study" (PDS) as the foundation for customer segmentation
- ✓ Short path from individual loyalty profile to practice based on loyalty increasing activities generated in the system:
 - One-to-one campaigns
 - Activities
 - Offers

See **FUNCTIONALITY** on back side



- ✓ Extended Enterprise Edition **Loyalty Manager**, DIALOG MANAGER
- ✓ Enterprise Edition
- ✓ Professional Edition
- ✓ Small Business Edition

FUNCTIONALITY

The following functionality is included in Loyalty Manager:

- ◆ Continuous loyalty monitoring
- ◆ Loyalty score on multiple dimensions:
 - Person
 - Employee
 - Branch
 - Company
 - Parent
- ◆ Complete loyalty picture
- ◆ Successive construction of loyalty score
- ◆ Supports the "X-act" model
- ◆ Graphical presentation on multiple levels
- ◆ Supports "Problem Detective Study" (PDS)
- ◆ Tailor-made methodology and model for Loyalty Score
- ◆ Fully integrated with Campaign Manager

CHECKLIST

- ✓ Loyalty matrix
- ✓ Multiple dimensions
- ✓ Complete loyalty picture
- ✓ X-act
- ✓ Graphic
- ✓ Problem Detective Study
- ✓ Campaign Manager integration
- ✓ Analytical
- ✓ Multi-response management