


Key Benefits?

- ✓ Improve customer retention with proven loyalty management methodology
- ✓ Actionable analysis through unique quantification of the value of customer loyalty
- ✓ Improve marketing campaign impact by enabling customer loyalty driven campaign planning and execution
- ✓ Improve customer insight by real-time reporting and segmentation on customer loyalty
- ✓ Enrich your customer knowledge with primary research through customer satisfaction surveys



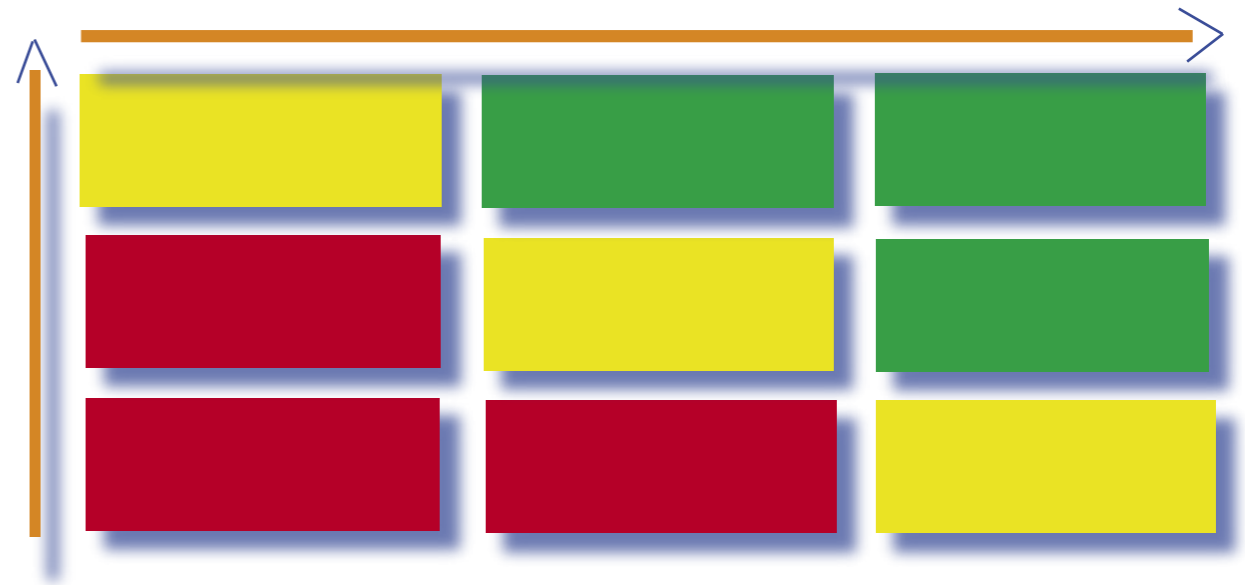
Dialog Manager



OPTIMIZE CUSTOMER VALUES
VIA ANALYSIS AND MONITORING
OF CUSTOMER LOYALTY

Loyalty Manager is part of the Dialog Manager CRM Suite, which is a unique multi-channel solution enabling you to attract, retain and grow customer relationships. The innovative technologies allow for business flexibility and speedy implementation that lets you stay ahead and constantly improve competitiveness while enabling rapid measurable return of your CRM investments.

Loyalty Manager, DM SOFTWARE



OPTIMIZE CUSTOMER VALUES VIA ANALYSIS AND MONITORING OF CUSTOMER LOYALTY

A NEW METHODOLOGY FOR ACTIVE CUSTOMER RETENTION MANAGEMENT

In today's highly competitive market environment it is becoming harder and harder to achieve true sustainable differentiation. As products across many industries are functionally reaching parity from a customer perspective it has never been more important continuously to stay on top of how individual customers opinion and perception evolve.

With Loyalty Manager you have the ability to gain deep actionable insight into what customers are thinking about your business. Additionally you have the opportunity to actively manage customer retention and loyalty based on the individual customer's value to your organization, for optimal resource allocation and increased profits.

MAKE CUSTOMER LOYALTY QUANTIFIABLE

Traditionally the concept of loyalty is hard to define let alone quantify. Typically organizations discover that their definition of the term is disconnected from the need to systematically quantify the information in order to improve loyalty. Loyalty Manager offers the market's first framework that not only accurately monitors and analyzes customer loyalty but also makes the information quantifiable. Through a graphical three by three matrix loyalty is mapped to the individual customer's value to your business and can easily be analyzed by segment, product, department, branch, division or along other relevant dimensions.

With Loyalty Manager you can effectively take guesswork out of loyalty assessment and get a clear and objective understanding of the state of your business.

ADAPT THE METHODOLOGY TO YOUR BUSINESS

It is often difficult to get a common enterprise wide understanding of customer loyalty, because it is typically based on subjective views. Further conventional CRM solutions normally have a static inflexible view of loyalty forcing businesses to change their definitions to adapt to the solution irrespective of fit to the specific business and industry.

Loyalty Manager offers a proven methodology based on the X-act model with the Problem Detective Study (PDS) as the key component. The PDS is a customer survey monitoring both the emotional and financial customer loyalty that is easily customized to the individual business to reflect the specific issues relevant to your business. With Loyalty Manager you can leverage all the intellectual property of an established methodology yet easily, with no technical skills needed, modify it to accurately represent your definitions and industry specific needs.

TAKE ACTION WITH LEADING EDGE FUNCTIONALITY

Frequently organizations realize that it is hard, if not impossible to leverage loyalty analysis directly in their campaign planning. However as Loyalty Manager is an integrated component of Campaign Manager the information in Loyalty Manager becomes immediately actionable.

With Campaign Manager you can easily model multi-wave campaigns in an intuitive graphical drag-and-drop user interface. In addition to the conditional branching in the campaign tree triggered by information from Loyalty Manager you are able to automatically distribute alerts based on changes in loyalty within the customer base and warn key employees of customers needing special attention.

As the first integrated solution to monitor, analyze and systematically improve customers' perception of your business Loyalty Manager will drive dramatic improvement in customer profitability.

DRIVE MEASURABLE RETURN ON INVESTMENTS

To retain customers is good business – to keep your best customers is often critical to survival.

With Loyalty Manager you have the opportunity to continuously stay on top of the health of your customer base and ensure you drive optimal share of wallet per individual customer. Further industry analysts suggest that new customer selling is 7 to 12 times as expensive than selling to an existing one and consequently Loyalty Manager will enable you to dramatically reduce overall cost of sales and get optimal results for your marketing budget as communication can be fine tuned to reach specific loyalty objectives.

ENABLE RAPID RESULTS AND SPEEDY IMPLEMENTATION

Implementing a CRM solution is an investment that must provide returns – the quicker the better.

Loyalty Manager is a component of the Dialog Manager CRM suite, which allows you unprecedented speed of implementation through its extensive prepackaged set of template business processes, advanced data model and unique data driven prototyping tools.

Additionally Dialog Manager dramatically increase the end-user adoption rate through an intuitive simple yet powerful user interface. Through batch and real-time interfaces Dialog Manager is easily seamlessly integrated with existing systems and data

sources enabling you to bring customer information together cross the entire organization and make it actionable in Dialog Manager. As a result, Dialog Manager offers the market's lowest total cost of ownership ensuring that you will see results in weeks, not months.