



## Application Briefing: OLS.Customer Focused Rewards

**Positioning Statement:** OLS.Customer Focused Rewards is a suite of applications developed for any organization needing to build stronger customer relationships while attracting and retaining profitable new business. More than just support for points, mileage and monetary rewards programs, OLS.CFR manages electronic coupons, targeted promotional programs, market basket analysis, data management and more, assuring a rewarding buying experience and unprecedented, *targeted* customer service.

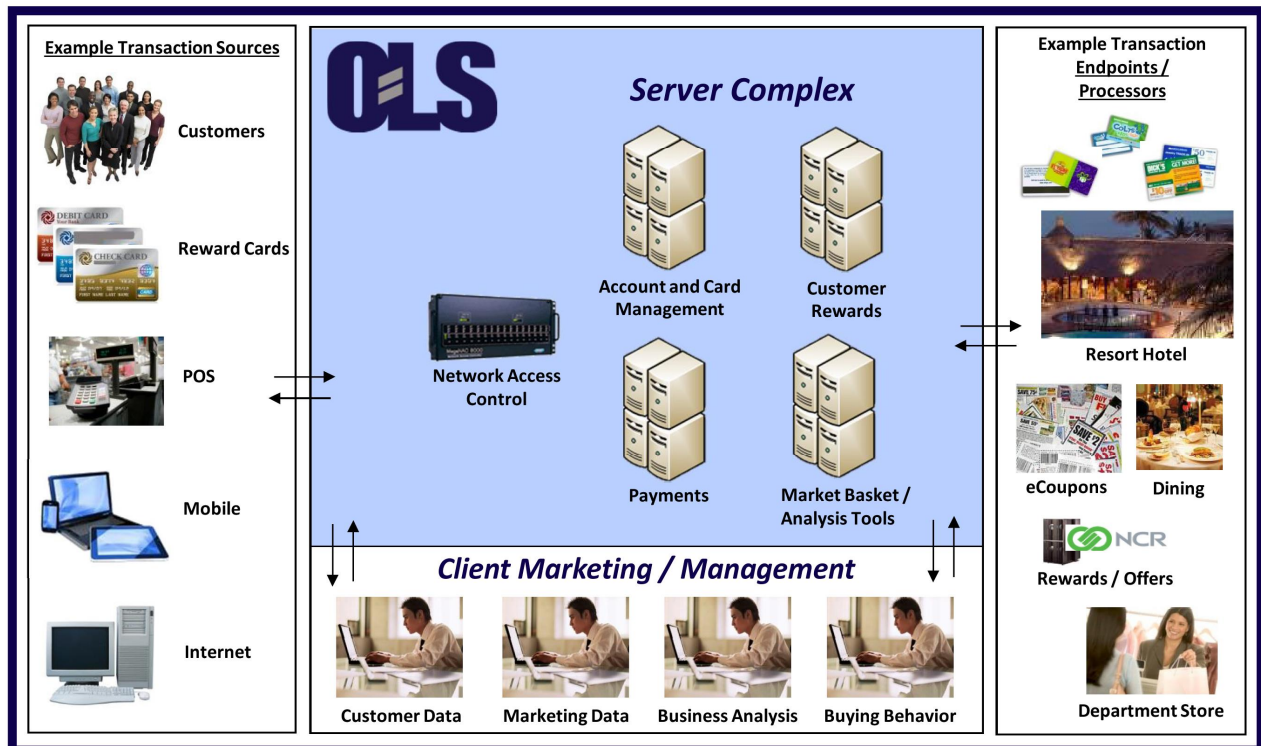
**Capabilities:** OLS.CFR may be deployed with a client's existing transaction processing system or with OLS.Payments and other applications to capitalize on the value of consumer buying behavior reports, while providing extraordinary rewards and incentives to a growing, profitable customer base. Capabilities include:

- Accountholder and loyalty card support
- Loyalty coupon management
- Coupon serialization and management
- Promotion code coordination and administration
- Real-time offer engine integration
- POS and other transaction initiation integration
- Message management
- Triggered and targeted messaging
- Web / internet integration
- Rewards validation, tallying and look-up
- Coupon and rewards redemption
- More

**Markets:** Customer rewards programs, while long considered a must for the retail and hospitality industries, are becoming equally attractive and vital for organizations in a wider variety of markets. OLS.CFR may be considered for:

- Department stores, grocery and convenience stores
- Specialty retail and internet-based merchants
- Hospitality
- Travel and leisure
- Entertainment
- Utility companies
- Pharmacies
- Transportation
- Wholesale and distribution
- Restaurants, lounges, cafes and fast food
- Scheduled services organizations
- More

## Example Implementation: OLS.CFR



## Results / ROI

- Improves customer service, attraction and retention
- Consolidates multiple service providers into one proven, more capable platform
- Provides capabilities and performance previously available only to larger businesses
- Assures marketing decision support with real-time shopper buying data
- Improves company positioning, competitive edge and profitability
- Allows for rapid implementation of new business ideas, visions and targeted promotions
- Reduces IT and administrative burden and related expense
- Offers significant and measurable operational, financial and profitability improvement