

# mobyLoyalty

## Loyalty & Rewards Management System

An automated process that allows you to launch and manage your loyalty programme with ease and accuracy, eliminating the manual task of recording and tracking.

### Integratable to Point-of-Sale System

Automate the process of accumulating and redemption of points / credits. Transactions are automatically posted to mobyLoyalty for recording and tracking.

### Supports Multiple Locations

Centralised database allows easy access to real time information from any location, giving your customers the freedom to accumulate and redeem their points / credits with any of your outlets.

### Flexible & Easy to Define Rules

Rules for points / credits accumulation and redemption can be easily defined, eg.

- 1 point for every \$20 spent
- 5 points for every \$50 spent
- special Christmas promotion from 1 to 24 Dec, 10 points for every \$50 spent

### Members' Login

Can be integrated with your website to allow members to login to check status and to redeem points / credits.

### Customisable

To meet your specific business needs.

### Easy to Use

User-friendly interface makes it easy to use with little training required.

### Accessibility

Allows web-based access to database.

### Targeted Marketing Through mobyBlast

Can be linked to mobyBlast to send targeted email / SMS broadcast to specific group of members. eg.

- EDM-1 to members with 0 – 49 points, EDM-2 to members with 50-149 points
- EDM-A to VIP members who are members for more than 3 years.

### Reports on Demand

On members' profile, buying and redemption behavior, outlets' transactions etc. to assist in sales and marketing planning and strategies.



### About Us

PTS is the leading provider of multiple channel access-capable solutions which are truly integrated across the widest range of new media channels and devices (eg. computer, mobile phone, PDA etc). Our business solutions are designed with usability, accessibility, reliability and expandability, giving you a competitive edge in the dynamic business environment.

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