



Loyalty as a Service

Powered by Salesforce



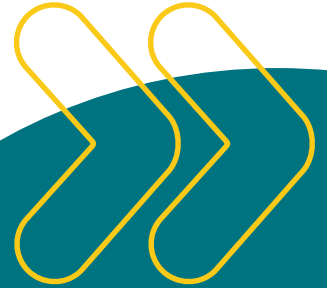
We Reimagine Membership

Brands are on a journey to develop an innovative and actionable strategic loyalty vision that reimagines engagement for their most passionate and dedicated members. This is where we come in.

Our goal is to create membership that's groundbreaking in the market and results in deep emotional connection and engagement with customers. We drive alignment across the business as we design a comprehensive and compelling membership program.

We're Experts at Loyalty

We work with brands of all shapes, sizes, and industries. We understand customers, their propensity to engage more deeply (or not), and how to generate deeper brand love which ultimately turns customers into advocates. We know what makes a loyalty program successful: decreasing customer churn, capturing valuable member data and insights, and increasing customer lifetime value (CLV).



Engagement and trust are achieved by delivering great experiences, which means putting humans at the center. We uncover what matters to your customers, and how to intersect them in their lives, so that we can influence loyalty and lifetime value.

Our Core Principles of Brand Membership

A membership program should alter the way customers think about a brand. We aim to:



Deliver unique loyalty mission and value proposition



Enrich interactions across all channels



Increase member control, choice, and flexibility



Salesforce Loyalty Management: Our Platform of Choice

Loyalty Management, built on the Salesforce platform, helps organizations deliver innovative programs for customer recognition, reward, and retention. It's an end-to-end solution that unifies all the customer touchpoints across all channels. Here's how:

- Convert your CRM contacts into Loyalty members without expensive and complicated data migration
- Connect Loyalty to Commerce Cloud and let users view dashboards, tiers, points, and much more
- Enable personalized journeys on Marketing Cloud to get the most out of your communication strategy
- Enhance every customer interaction by empowering your advisors with Customer 360 & Loyalty data

Our Differentiators

Our Loyalty as a Service solution is an enterprise-ready complete loyalty management SaaS package with pre-built integrations and connectors leveraging our software development kits and Salesforce products.

- Use our pre-defined industry templates that provide core loyalty capabilities and foundational strategy
- Increase your speed to market by leveraging our pre-configured solution
- Reduce your operations and maintenance effort with us doing the implementation and maintenance



**With Concentrix,
you have a
partner focused
on delivering
tangible business
outcomes. We help
our clients improve
their customer
experience with
streamlined and
personalized service.**



Connect With Us

concentrix™

Discover how Concentrix and Salesforce can redefine your business by combining our end-to-end experience expertise with the Salesforce platform.

+1 800-747-0583 | www.concentrix.com