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Loyalty

Building Mutually Beneficial Relationships



Turn customers into advocates with BPC's SmartVista Loyalty solution

The power of loyalty can't be underestimated. There are many facets to turning prospects into new customers, new customers into regular customers, and regular customers into brand advocates. But once you've cracked it, the results are powerful.



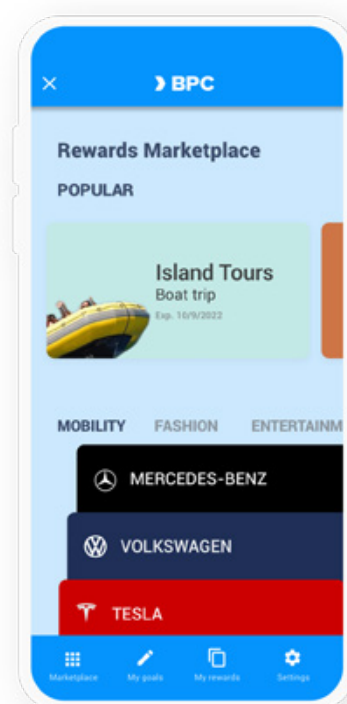
Loyalty schemes that go further

Getting a loyalty scheme right can make the difference between having little impact on customers and leaving them delighted. Delivering the schemes and rewards that not only deliver what customers want, but also work seamlessly to benefit the financial institutions and merchants that manage them, can be complicated.

SmartVista Loyalty delivers on all counts.

How it works...

- SmartVista Loyalty is a comprehensive loyalty and reward programme management solution.
- Loyalty programmes can be created for both groups and individuals.
- Loyalty points are calculated on a wide range of possible parameters, such as customer segment, purchase channel, or transaction type.
- Customers can pay for goods and services partially with money and partially with loyalty bonuses
- Funding for the programmes can come from various sources, issuers, merchants, shared loyalty programmes or other partners.
- Customer profiles and customer behaviours can be used to personalise each programme and deliver the relevant rewards.
- Scheme managers can offer a choice of incentive, for example points, bonuses, miles, rewards, or ISO currencies.
- There are flexible schemes for incentives collection and redemption.





Key benefits of SmartVista Loyalty

- › A variety of loyalty scheme types and rewards
- › Loyalty points expiration
- › Notification and mail lists with promotion
- › Personal cabinet for customers and partners
- › Flexible and customisable
- › Holistic loyalty programme
- › Can be personalised based on customer profiling/behaviour
- › Loyalty marketplace that integrates with multiple channels
- › Advanced fraud prevention
- › Merchant management
- › Loyalty dashboard, reporting, and statements generation

Financial institutions...

- Achieve fast time to market
- Enjoy a flexible, end-to-end process

Customers...

- Get a choice of incentives
- Are encouraged to engage and buy

Merchants/businesses...

- Get access to a comprehensive merchant portal
- Boost customer acquisition/retention



Power your transactions with BPC



Start benefiting from SmartVista Loyalty alone or as part of a broader technology platform and gain the potential to make the most of every transaction with the right tools and technology. It's one thing to use technology to power your transactions; it's another to harness its full potential.

BPC's experienced team understands exactly how to bridge real life and digital, and our technology is proven, consistent, and always forward-thinking.

About BPC

Founded in 1996, BPC has transformed over the years to deliver innovative and best in class proven solutions which fit with today's consumer lifestyle when banking, shopping or moving in both urban and rural areas, bridging real life and the digital world. With 350 customers across 100 countries globally, BPC collaborates with all ecosystem players ranging from tier one banks to neobanks, Payment Service Providers (PSPs) to large processors, ecommerce giants to start-up merchants, and government bodies to local hail riding companies. BPC's SmartVista suite comprises cutting-edge banking, commerce and mobility solutions including digital banking, ATM & switching, payments processing, card and fraud management, financial inclusion, merchant portals, transport and smart cities solutions.

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Want to find out more?

Request a free discovery workshop from BPC and one of our experts will be in touch to book your 1-2-1 workshop.

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