TPLoyalty

Deploy tailored promotions to drive customer loyalty
With help from TPLoyalty, part of the TP Application Suite

Powerful, relevant and timely customer loyalty campaigns are effective tools to increase sales and reduce churn – but retailers face the challenge of understanding personal customer preferences from a mountain of transaction data.

TPLoyalty enables retailers to uncover valuable individual customer behavior patterns hidden within vast volumes of sales data. With TPLoyalty, retailers can create compelling, omni-channel customer loyalty programs online, in store and on mobile, to drive sales and reduce churn.

Mine sales data for actionable insights

Engaging with customers on an individual level requires an analytics engine powerful enough to provide the mass of sales transactions in a structured and useful way.

With TPLoyalty, retailers can use insights into sales trends to organize their customer base into geographical, behavioral and demographic segments. Using fine-grained segmentation, retailers can move away from traditional mass-marketing strategies and embrace modern, personalized approaches to customer-loyalty-scheme management.

Create relevant, targeted promotions

Armed with a firm understanding of variations in customer demand, retailers can use pre-configured discount wizards in TPLoyalty to determine and apply the most effective incentives to each customer's loyalty card.

In addition to managing promotions across customer segments, TPLoyalty enables retailers to execute and monitor direct marketing strategies, targeting specially designed offers to high-value customers.

In both cases, real-time dashboards ensure that tracking the success of a campaign fast and simple, and enable retailers to make instant adjustments to boost sales performance.

Drive customer engagement

Engaged customers are more likely to be loyal customers. To help customers to become active participants in the loyalty scheme, TPLoyalty enables loyalty card holders to check their balance via multiple channels, and convert their accrued points into paper or electronic vouchers. These channels include smartphone applications, self-checkouts and point-of-sale registers – empowering customers to choose the mode of interaction they are most comfortable with. Therefore TPLoyalty provides a full functional and easy to use Web-Service Interface to enrich the retailers customer portal with the needed Loyalty data.

WINCOR NIXDORF

Services

For a fast and successful market launch, as well as efficient operation of TP Application Suite, Wincor Nixdorf provides solutions, as part of its Store Lifecycle Management, that ensure simple administration of the IT infrastructure and efficient operation of the TP Application Suite solutions with optimized operating costs. The solution focuses on the operation of the TP Application Suite infrastructure, maintenance and support for the applications and user support from the experts on the End User Helpdesk. Wincor Nixdorf offers a reliable and secure infrastructure platform, industry expertise and a global service delivery organization for efficient overall operation of the central and local IT infrastructure.

Consulting and Integration

For Wincor Nixdorf, the focus is on providing customers with optimal business benefits as quickly as possible. To ensure this, Wincor Nixdorf offers analysis and concept design services to develop the best deployment and integration scenarios for standard products in line with each customer's specific requirements. Integration is naturally also part of Wincor Nixdorf's Professional Services.

HIGHLIGHTS

Business benefits

- Facilitates market segmentation and identification of high-value customers
- Drives sales and reduces churn with relevant, targeted sales promotions based on accurate insight into customer preferences
- Supports omni-channel customer engagement – from the point of sale to internet-enabled mobile devices
- Accelerates campaign development with pre-configured discount wizards
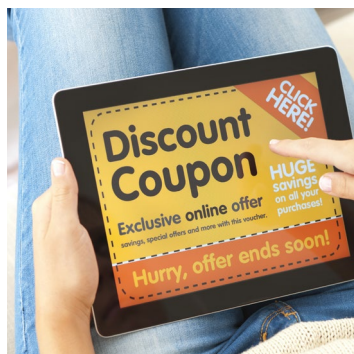
Technical benefits

- Manage all customer-loyalty accounts quickly and efficiently from a single, web-based interface
- Distribute and monitor the uptake of direct marketing campaigns
- Deploy self-service terminals to enable customer-card generation and customer-account information

Technical details

- Integrate with TPAnalyze and TPAdmin solutions to enable
  - Campaign management
  - Advanced analytics
- Support for
  - ARTS data model
  - Service-oriented-architecture-type modeling
  - TP Store applications
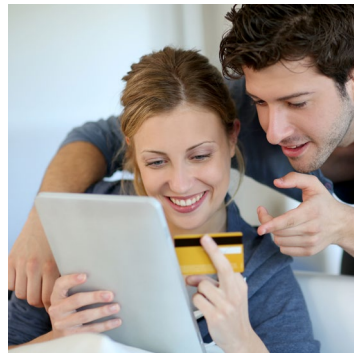
Create omni-channel loyalty schemes

Anytime, anywhere account management

Drive customer engagement

Deliver e-coupons

Identify high-value customers