COMARCH CRM & MARKETING PLATFORM

Where Loyalty and Engagement Meet Innovation

BUSINESS CHALLENGES

Managing customer relationships, increasing sales and attracting new customers is a challenge faced by many businesses. Implementing integrated technology solutions allows companies to accurately analyze and utilize information regarding customer behavior, encourages relevant individual conversations with customers and results in successful loyalty programs.

We help our clients:

- Better understand their consumers and their behavior

- Engage their customers and leverage data to develop a personalized marketing program based on customer voice

- Establish and manage strategic partnerships to deliver rewards for their loyalty program and ensure a "win-win" for all parties

- To increase transaction frequency and value

- Reduce costs, measure and maximize their ROI

Social Mining

- Track and analyze customer behavior on social channels

- Identify brand advocates

- Manage brand presence on social media channels

Managed Services

- Manage the entire loyalty lifecycle

- Build a strong engagement strategy

- Optimize the costs of marketing initiatives

Customer & Employee Engagement

- Maximize customer engagement

- Motivate sales teams

- Enhance employee collaboration

Loyalty Management

- Develop a personalized loyalty program

- Strengthen loyalty & reduce customer churn

- Reward the most valuable customers

| Touch Points | Point of Sale | E-mail | SMS | www | Call Center | Social Media | Mobile | Direct mail | Gamification | E-commerce | NFC |

COMARCH CRM & MARKETING PLATFORM

IT SOLUTIONS

PLAN	ENGAGE	REWARD	CARE	ANALYZE
Comarch Campaign Management	Comarch Customer Engagement	Comarch Loyalty Management	Comarch Customer Care	Comarch Business Intelligence / Comarch Social Mining

MANAGED SERVICES

| Loyalty Consulting | Creative Services | Program Management Services | Customer Analytics |

SOLUTION OVERVIEW

Comarch CRM & Marketing is a comprehensive suite of business applications and professional services. We can help your business build and manage gamified loyalty programs, create rich consumer experiences and personalized interactions across multiple touch points, automate marketing processes and finally, boost profits. Our expertise and experience in servicing 85+ international clients from many different industries make us a reliable partner for your business.

Customer Care

- Improve customer service

- Increase customer satisfaction

- Reduce case handling time
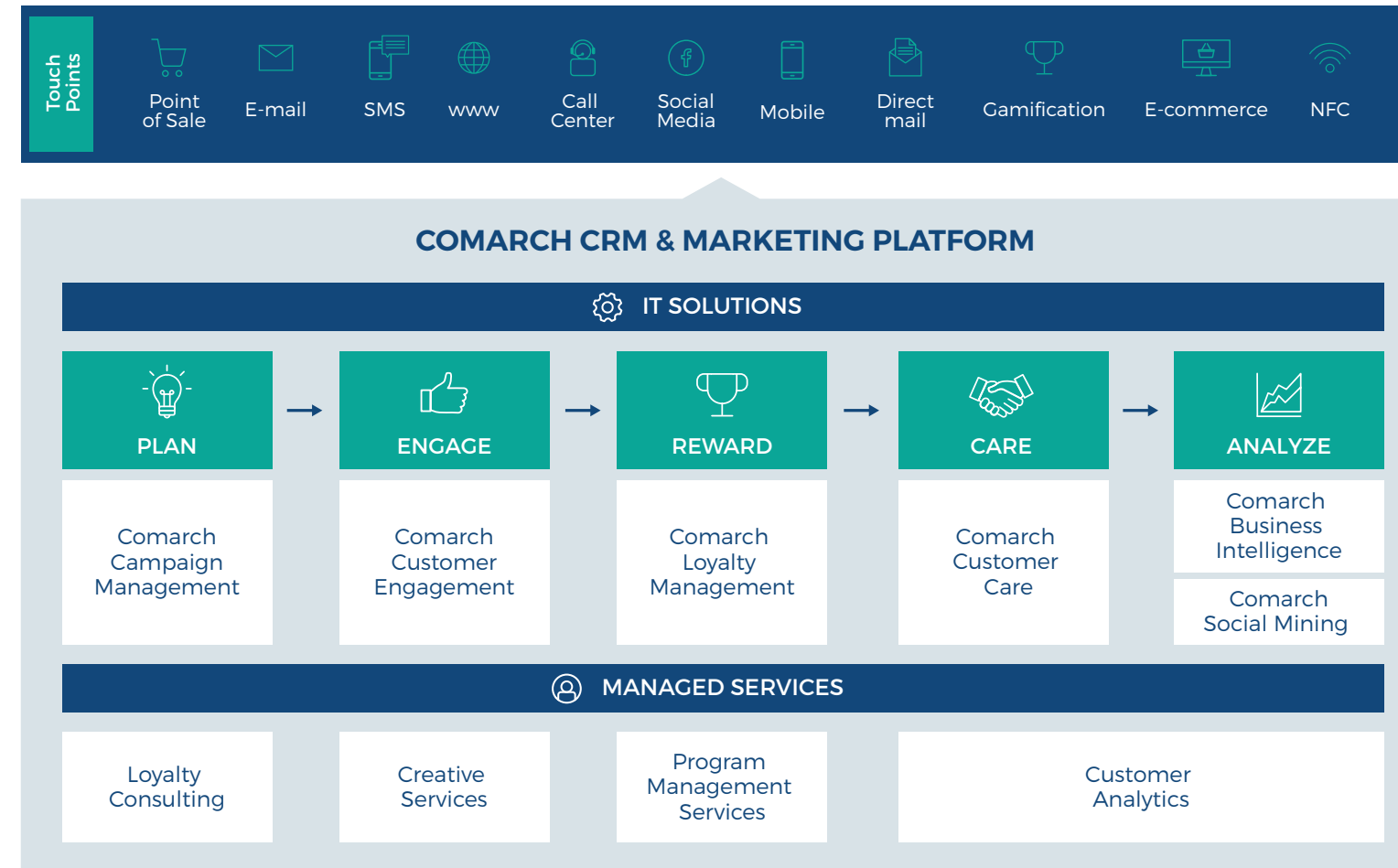
Business Intelligence

- Make the most of your data

- Understand customer behavior & their shopping habits

- Make optimal business decisions

Campaign Management

- Easily plan, coordinate and measure cross-channel campaigns

- Manage the customer journey

- Deliver personalized content to every channel

BENEFITS

Comprehensive, end-to-end loyalty offer
One world-class vendor for all loyalty software and services

Modularity
An easily configurable system with individual components allowing future expansion and development of the platform

Powerful engine
A fully scalable platform with the capacity to support future business growth

Support of multiple program features & loyalty mechanics
A system tailored to your business

Integrated micro-location technology - Comarch Beacon
New richer consumer experiences & improved targeting offers

Embedded gamification solution
Maximizing customer engagement and delivering a competitive advantage

Loyalty marketing-oriented analytical tool with interactive dashboards and KPIs
A complete insight into the loyalty program's status plus social engagement in real-time

Seamless integration
Easy access to valuable data and complete insight into customer profiles across all touch points

Quick and flexible delivery
Full system customization, exclusive system features and an effective change management process

Creative touch
A rich user experience and state-of-the-art graphic design as well as web development with the use of the best available technology

COMARCH

ABOUT COMARCH

Comarch has over twenty years of experience in designing, implementing and integrating state-of-the art IT solutions. The most important aspect offered to the largest enterprises is a comprehensive suite of IT solutions and professional services: which can help to build and manage loyalty programs, create rich consumer experiences and personalized interactions across multiple touch points, automate marketing processes and, finally, boost profits. Our software supports the entire loyalty value chain. Comarch has multi-industry experience, gained through work with over eighty clients, including FMCG companies, telecoms, financial institutions, travel companies and many more, such as JetBlue Airways, Heathrow Airport and BP. The offer also includes big data analytics and innovative customer engagement systems based on gamification, which increase profits and strengthen relationships between customers, partners and the brand.

contact@comarch.ca　│　www.comarch.ca