

COMARCH

CRM&MARKETING

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.

Enhanced by proximity marketing based on location data and powered by IoT capabilities, the solution is a one-stop shop for comprehensive and smart customer relationship management.

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
 - Use location data from multiple sensors to provide highly customized customer communication
 - Implement content-relevant marketing and advertisement using Beacon technology
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CAMPAIGN MANAGEMENT

- Easily plan, coordinate and measure cross-channel campaigns
- Manage the customer journey
- Deliver personalized content to every channel

CUSTOMER & EMPLOYEE ENGAGEMENT

- Maximize customer engagement
- Motivate sales teams
- Enhance employee collaboration

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 boost profits. Our expertise and experience in servicing 85+ international clients from many different industries make us a reliable partner for your business.

LOCATION-BASED SERVICES

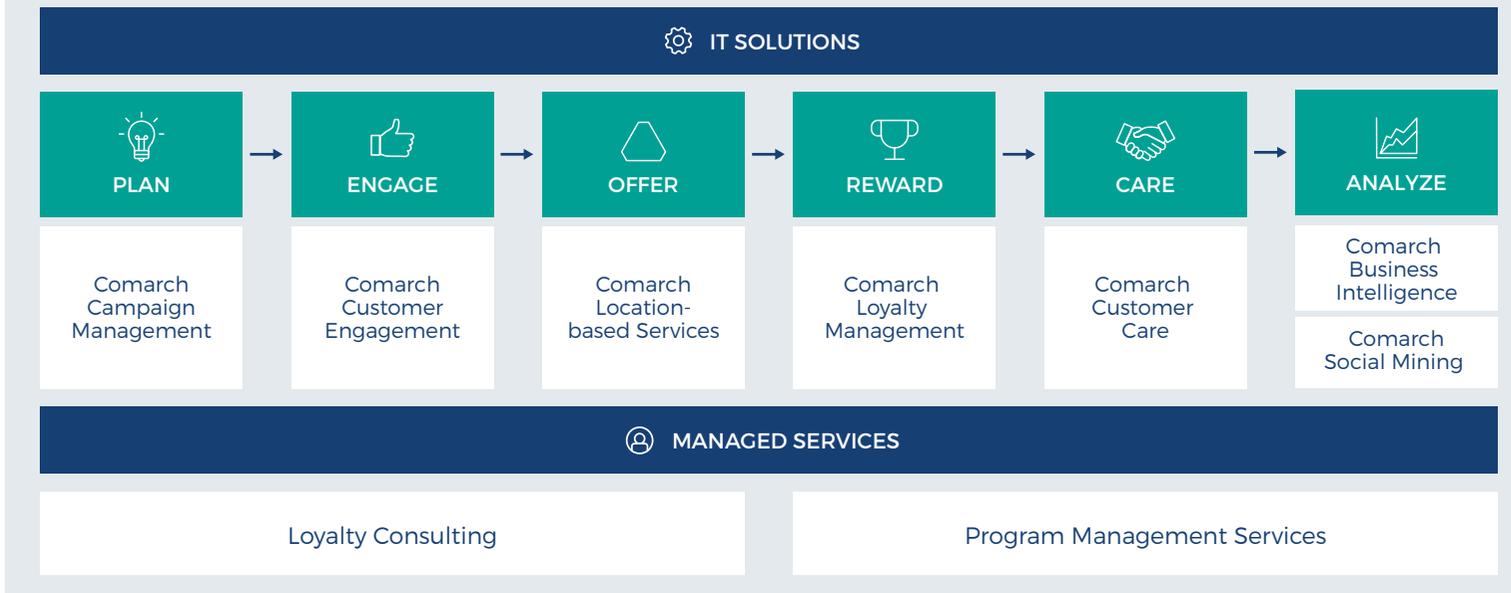
- Use mobile channel potential to grow and expand business
- Gather location data from multiple sensors to provide highly customized customer communication
- Deliver context-relevant marketing and advertisement to customers exactly where they are
- Bridge the gap between off-line and on-line customer relationships

CUSTOMER CARE

- Improve customer service
- Increase customer satisfaction
- Reduce case handling time



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LOYALTY MANAGEMENT

- Develop a personalized loyalty program
- Strengthen loyalty & reduce customer churn
- Reward the most valuable customers



BUSINESS INTELLIGENCE

- Make the most of your data
- Understand customer behavior and shopping habits
- Make optimal business decisions



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

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



Integrated micro-location technology - Comarch Beacon

New richer consumer experiences & improved targeting of 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

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.