



GLOBAL LOYALTY X-CHANGE- MANAGEMENT & SUPPORT SERVICES

MARKETING PLANNING:

- Program Design, Fulfillment and Enrolment (end to end)
- Evaluation of existing Electronic Marketing Programs
- POS Strategies/Compatibility
- Identify Critical Success Factors
- Technical advise focused on current Systems, Programs and Resource Requirements
- Application Workshops/Employee Training & Implementation Training
- Strategic Planning
- Business Objective Refinement
- Acquisition/Activation/Retention Strategies
- Product and Program Development
- Implementation Planning
- Measurements and Tracking
- Assessment and Refinement

OPERATIONS SUPPORT/PROJECT MANAGEMENT:

- Organization Structural Review
- Functional Ownership Assessment
- Performance Benchmark Monitoring & Reporting
- Systems & Technology Review
- Conversion Planning & Support
- Project Plan Development
- Project Resource Identification and Organization
- Project Management
- Project Team Member

LOYALTY/GIFTCARD MARKETING SERVICES:

- Program Strategy Development
- Program Design & Development
- Portfolio Analysis & Segmentation
- Program Financial Modeling
- Program Marketing & Implementation
- Rewards Partner Structure-Selection-Negotiation
- Program Evaluation
- Full Service Processing Support
- Program design, fulfillment and enrolment (end to end)
- Evaluation of existing electronic marketing programs
- Strategic Planning
- POS strategies/compatibility
- Identify critical success factors
- Technical advise focused on current systems, programs and resource requirements
- Application workshops/ employee training & implementation training