



## **CRM & Loyalty Programmes**

Innovative and holistic:  
from customer adoption to  
customer loyalty.

**SWISS POST** 

## **CRM & Loyalty Programmes by E-Business Solutions**

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«Create happy customers for yourself – and ensure their long-term loyalty to your brand. With intelligent bonus systems, special premium offers, gift voucher loyalty offers or exclusive clubs. Swiss Post Solutions supports you with innovative programmes for customer engagement, customer loyalty and customer development.»

# CRM & Loyalty Programmes

## From customer adoption to customer loyalty



### Successful customer acquisition

A high level of knowledge is required in order to understand your customers' needs and behavioural patterns. However, knowledge is the basis for profitable customer management as well as for successful, stand-alone marketing activities and special offers in the marketplace. Swiss Post Solutions places tailor-made instruments in your hands – so you can effectively win, understand, support and further develop your customers and target groups, both online and offline.

### CRM & Loyalty Programmes

The CRM & Loyalty solutions from Swiss Post Solutions can be easily integrated into your existing IT infrastructure and grown over time in a structured, flexible manner. Your data will be managed in highly secure data centres using state-of-the-art technologies, functionalities and procedures that guarantee you a scalable solution placing your customers at the core of your business.

Improve your customer satisfaction and successfully enhance your existing customer relationships – both in changing markets and with changing consumer habits. You can also benefit from our high-quality services: detailed customer analysis and solution concepts, professional project management and comprehensive programme management. We assume responsibility for these solutions and ensure ongoing, targeted development of your customer loyalty programme.

### Customer Insights

Knowing your customers means knowing what matters to them, understanding their needs and knowing how to satisfy them. Introduce customer segmentation and controlled marketing activities relevant to your target customer groups through the systematic processing of customer and transaction data. This ongoing process will ensure you are continually provided with valuable insights that will make your business even more successful through analytical insight into customer behaviour – a key

part of our Customer Loyalty solution. Whether through determining causes and contexts in your customers' spending patterns and usage behaviour or through creating forecasts for behavioural scenarios and trends, Swiss Post Solutions supports you in the planning, development and co-ordination of ongoing dialogue, helps you design the appropriate reward strategy and assists you in the implementation of a targeted portfolio with attractive added value services.



«Gain valuable customer intelligence – by collecting the data systematically to successfully target your customers.»

**Customer Dialogue**

Plan and control your complete customer dialogue simply, individually and across every channel using our web-based marketing dialogue system. Whether for bonus promotions, online surveys, campaigns via direct mail, e-mail, SMS or mobile marketing – for every measure we have the right tools available for response monitoring, registration and analysis.

**Bonus & Rewards**

Reward your customers in a professional way by arousing their passion for collecting and creating an emotional affinity to your brand. This creates a perception of added value resulting in additional purchases, increased sales and profits. We will supply you with value added programmes that provide effective management and rewarding of customer

behaviour. Our platform gives you high levels of flexibility in the definition of Earn-and-Burn mechanisms as well as in the implementation and control of successful promotions. Create bonus calculations for each element of a transaction (article, amount, date), for customer information (birthday, wedding anniversary) or for an event (completing an online survey). Distribute bonuses as rewards, gift cards and credit vouchers (fraud and tamper-proof) or as a direct means of payment.

Let your marketing and sales partners participate in your added value programme increasing the value of your business to your customers. We will be happy to assist you in the design of a professional partner management programme.



Our modular range of services guarantees you a solution that will be tailor-made to your individual needs.

«Increase the average purchases and purchase frequencies and boost profits – through the success oriented monitoring and rewarding of customer behaviour.»



### **Payment cards and coupons**

Give credit to your customers literally. There's virtually no better way to express your confidence in them. This means you also need to sell the idea to them and not simply offer it as a matter of course. It can represent a leap of faith or a reward for the good customer relationship to date.

The Customer Loyalty solution from Swiss Post Solutions offers you a range of different options for every aspect of billing and payment. Single invoices, monthly invoices (balance forward), payment by instalments, promotional credit and revolving credit, as well as extended payment terms. Or is prepaid becoming an increasingly attractive option for you? We have a complete gift card programme ready for you. This can be processed via the cash desk, payment terminals or online, including the administration of bonus vouchers. Our offer also includes personalised and non-personalised coupon solutions via multiple channels (online / offline / in-pack / on-pack / mobile) as separate, independent solutions or as part of your customer loyalty programme.

As you can see, we can manage all the financial processes of your customer loyalty programme, up to and including collection. We also ensure that you receive payment guarantees, or help you keep the accounts receivable risk under control with the help of our professional risk management tools.

### **Clubs & Communities**

Enhance the impact of your customer loyalty measures by linking dialogue and loyalty functionalities with a community platform. Create a place for your customers where they get a sense of belonging, create positive brand experiences for them and offer them modern interaction instruments such as blogs, forums and Wikis, or a link to popular social networks.

Benefit from a tailor-made solution aimed at the needs of your customer group which you can use to set you apart from your competitors. Generate increased added value with fee-based services such as online subscriptions, digital content, etc.

### **Your benefits**

Take advantage of our many years of experience in customer relationship management – from initial concept to realisation, through to the operation.

Make use of the support from qualified specialists – in the adoption and cultivation of loyal customers.

Benefit from state of the art facilities – for the analysis and control of your customers and their potential value.

Simply leave the integration and interaction to us – when dealing with third party systems we make use of the latest technologies and multi client systems.

Sit back and relax – as your central contact partner we will take care of everything and guarantee you high levels of cost transparency and flexible price models.

Get information quickly and in a transparent form – we provide modular functional elements for simple programme extensions at a moderate cost.

Benefit from a high quality application, efficient operation and high levels of data security.



«Strengthen customer loyalty by avoiding ruinous price wars with competitors and reducing customer churn.»

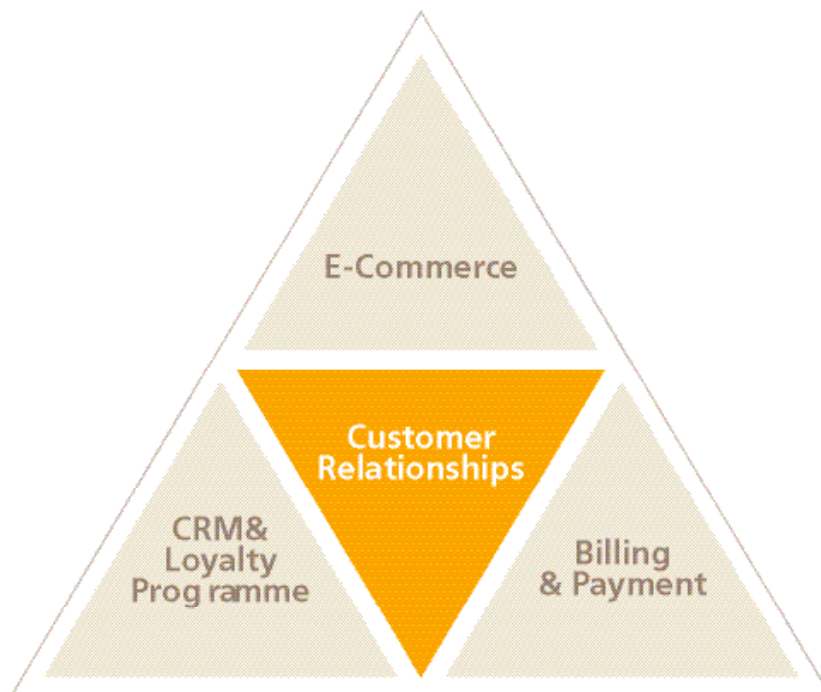
## Your partner for the design of advanced customer relationship processes

### Simple and flexible enhancements

Swiss Post Solutions focuses on solutions for you and your customers. This is underlined by our philosophy of a modular and open solution architecture. You will benefit from simple and flexible enhancements of all relevant customer processes. From customer loyalty programmes, through billing solutions to customer oriented online commerce solutions.

### Long-standing experience

With our many years of experience and expertise in the fields of E-Commerce and Billing & Payment, we offer you the opportunity to expand and further develop your CRM & Loyalty Programmes. For example, with an online shop and associated payment processes.



## Swiss Post Solutions AG

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Swiss Post Solutions is a division of the Swiss Post Group. It provides professional information management support for customers and represents efficient business processes, optimal customer communication and secure electronic communication channels.

E-Business Solutions assumes overall responsibility for outsourced business processes – from initial concept to realisation, through to the live operation. Many years of experience, flexibility and reliability in the core areas of expertise of E-Commerce, CRM & Loyalty Programmes as well as Billing & Payment have shown it to be a strong partner.

Through fast and high quality implementation, flexible process design and secure operation, it guarantees its customers competitive advantages, independence and cost effectiveness.

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