✕ Loyal®

Empowering Retail
Customers Engagement

Built for

Dynamics 365

BlueLink
Solutions Make Sense

www.bluelink.ws

XLoyal®

Introducing xLoyal®
A Complete Loyalty Management Platform

xLoyal® Components enables your retail business to offer and manage many engaging customers loyalty models.

Built on top the most advanced CRM Solutions, **xLoyal®** is natively expanding the power of Microsoft Dynamics CRM to the retail business.

POINTS SYSTEM   **RAFFLE SYSTEM**   **CASH BACK**   **AFFILIATE PROGRAM**

Loyalty Management
Reward your shoppers for every purchase

With the power of Dynamics CRM, every customer purchase is captured through POS Integration.

Customer profile keeps a history of all shopping transactions and link it to the rewarding program of your choice.

CUS-10 - Saved
Shopper

General Related

Shopper Information

🔒 Shopper ID
CUS-10

First Name*
Ahmed

Last Name*
Ali

ID Type*
National ID

Middle Name

🔒 Full Name
Ahmed Ali

ID Number*
000000000

Preferred Language*
English

Shopping Score Card

Purchase Invoices

○	Invoice... ↑ ⌄	Amount ⌄	Date of P... ⌄	Raffle ⌄	Shopper
	123	BHD60.000	27/05/20...	Test Raffl...	CUS-10
	1234	BHD2 10...	27/05/20...	Test Raffl...	CUS-10
	5000	BHD5 00...	29/05/20...	Final Test	CUS-10

SHOP

SCAN

CHOOSE REWARD

Ruffle Draw

Reward Points

Cash Back

Built for

Dynamics 365

eRaffle® works as an add-on for Microsoft Dynamics 365 Sales or Customer service to utilize best in-class platform technology.

xLoyal®

Advanced Pointing System
xLoyal® helps you to setup membership tiers with ease…

Having a rule-based engine, you can encourage your customers to earn more points by direct their spending to specific products, branches or even customer related activities to drive more engagement.
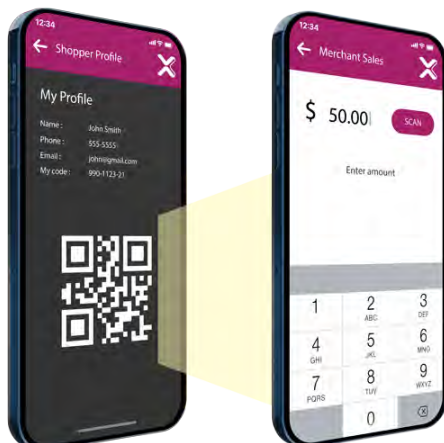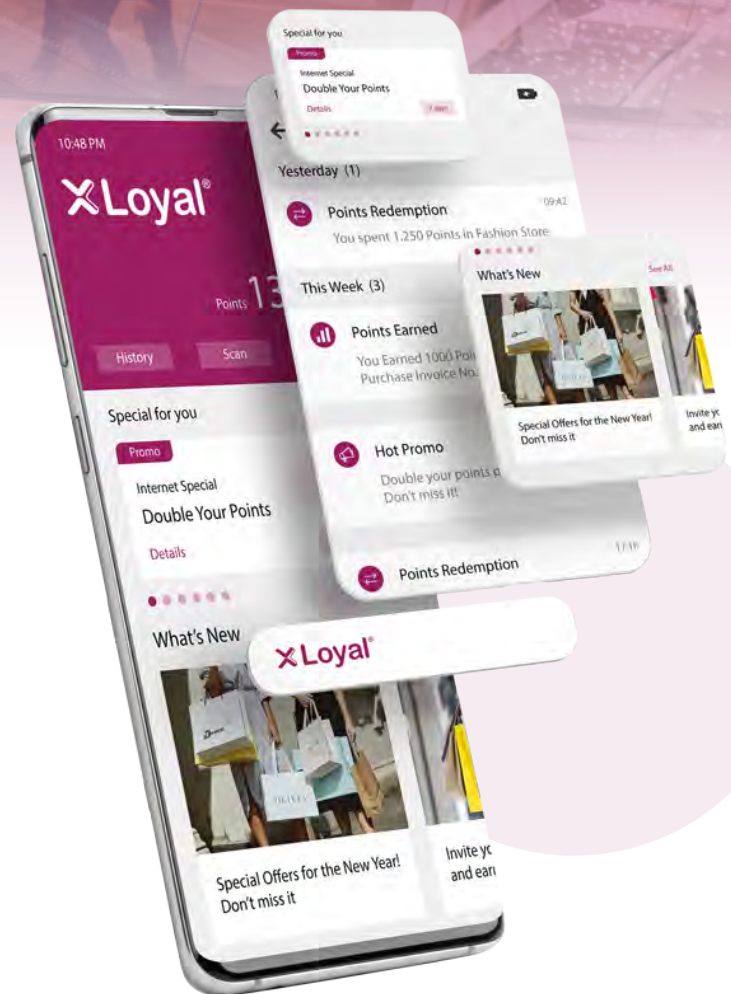
Member Profile

- My Purchases
- Points Balance
- Membership Level
- Entitlements
- Claims History

Integration Platform

With every new purchase transaction, membership points increased based on the purchased value or products.

Points can then be redeemed for a new purchase or via a reward partnership program.

- POS Systems
- Online Shopping
- Mobile Shopping

Omni Channel 360° Solution
Customer Mobile App

Engage your shoppers with innovative mobile applications.

xLoyal® solution comes with variety of mobile functionalities that keep your shoppers engaged and informed. Using the mobile app, they can:

- Get Notifications about your new campaigns.
- Find out which outlets are participating.
- Update their profile and contact information.
- Get information about their balance.
- Scan & Redeem Rewards Points or Cashback.

Venue Mobile App
Engage Retailers

Your venues (outlets) can be engaged simply by using a mobile application that allows them to collect their invoice payment fully or partially by scanning the QR Code that shows in the Shopper Mobile App.

Download on the **App Store**

GET IT ON **Google Play**

Available On

X Loyal®

Connect with Customers
Omni-Channel 2-Way Notifications

Let them choose

Every customer can select how he wants to be notified about new offers, coupons and points change upon to his personal preference.
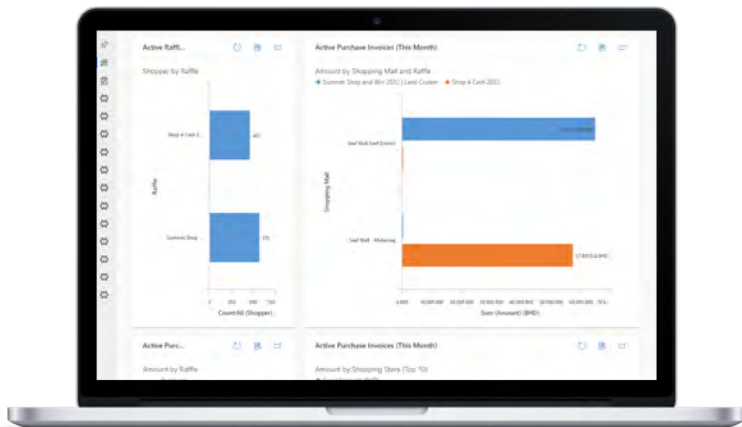
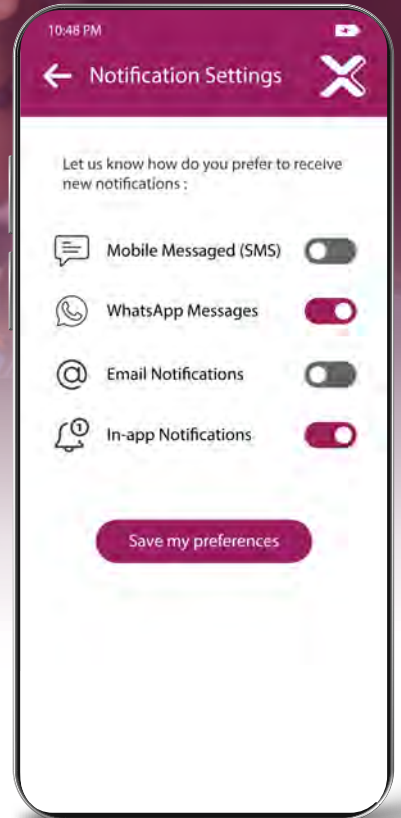### Introducing WhatsApp® Integration for the first time

No need to pay high charges for your SMS Provider to send messages that often be ignored, use the No. 1 messaging communication planform in the world with over 1 Billion Subscribers.

WhatsApp

" It can replace customer-service call centers and transaction-confirmation SMSes. Even be a partner in travel, ticketing, payments, and banking businesses. WhatsApp for Business is a **Game Changer** "
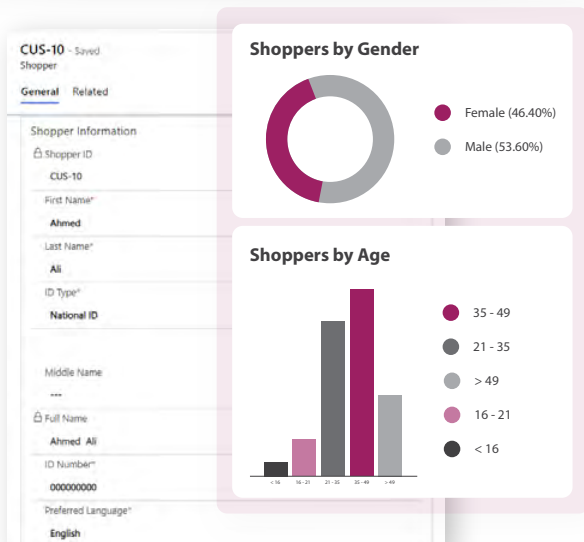
Economic Times, Aug 2018

Business Intelligence
Insightful Reporting at a glance

With the integrated solutions, and the built-in analysis tools, you can simply generate any analysis regarding your shoppers or venues in seconds.

Know Your Customers
Best in Class CRM System

Complete Analytical information about your customers, helping you to understand your customer's segmentation based on gender, age and any other KPI that is important to you.

Helping you to plan your future campaigns to be more appealing to the targeted segments.

X Loyal®

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