

APEX LOYALTY

Retain & grow profitable customer relationships



Offering online card and merchant loyalty programme management without the need for an embedded smartcard loyalty application, Apex Loyalty provides completely configurable functionality for managing rewards such as vouchers, points, cashback, coalition programmes, charity donations and miles for different categories of merchant.

Integrating seamlessly into the transaction processing system and other systems such as the institution's web portal, Apex Loyalty includes automatic accumulation of points, so consumers can accrue rewards effortlessly as they spend and access their loyalty account online.

The solution's flexible rules engine supports all kinds of loyalty programmes, giving organizations the ideal platform to design loyalty schemes and campaigns which improve customer retention and provide incentives to encourage engagement and repeat purchases.

Key Features

- Flexible definition of reward and loyalty programmes including vouchers, points, cashback, donations and miles
- Real-time transaction reporting
- Real-time rules engine and campaign management
- Ability to tailor promotional messages in response to consumer spending behaviour
- Online customer interface for simplified rewards management across multiple devices

Empowering Evolution

- Harness the popularity of tailored retail loyalty and rewards programs which incentivise consumers to increase spend and be part of your brand community
- Create exclusive and imaginative loyalty campaigns by using the system tools to develop a wide range of incentives beyond monetary benefits
- Maximise the impact of marketing initiatives by investing in customer retention which, according to Forbes, is seven times less expensive than acquiring new ones
- Attract new customers by integrating rewards into retail solutions which differentiate you from your competitors
- Customize promotional messages to build genuinely one-to-one relationships and reward individual behaviour patterns to optimize revenues
- Manage multiple loyalty schemes from the same platform, reducing the cost of ownership and simplifying administration
- Versatile ways to credit points by transaction amount, at a fixed rate or in segments mean that organizations can adapt loyalty schemes to best suit their consumers

Technical Essentials

- Wide range of options for points accumulation from virtually any type of transaction, including the ability to accrue points for the same transaction under different schemes
- Online customer interface allows consumers to view points statements, update and transfer points, enquire about gifts and redeem points from a variety of devices
- Integrated gift database manages and analyses redemption patterns
- Loyalty and rewards schemes can be implemented for a single merchant or groups of merchants
- Integrates with the transaction processing system, as well as card and token management for an end-to-end retail solution
- J2EE application provides platform independence and scalability

APEX SUITE

World-class products to maximise business success

The APEX Advantage

The Apex Suite of software products from eMcREY is designed to address the specific requirements of local and regional markets by complementing the best-in-class products and solutions we implement from our major global partners. Apex products allow our clients to maximise business opportunities and operational advantages by providing the precise functionality they need to stay competitive, customer-focused and compliant.



APEX APS	APEX FRAMEWORK	APEX MOBILE SERVICES PLATFORM
APEX CARDPLUS	APEX FRAUD	APEX OPEN WALLET
APEX CMS	APEX GREEN	APEX PAYMENT SYSTEM
APEX COLLECTION	APEX INVENTORY	APEX PIN MANAGER
APEX CREDIT+	APEX IoT ENTERPRISE	APEX RECONCILIATION
APEX CRYPTO	APEX ISSUANCE	APEX RISK, RULES & REPORTS
APEX DATA ANALYSIS PLATFORM	APEX ITSP	APEX SECURE
APEX DECENTRALIZED ONBOARDING	APEX ITSP CLIENT	APEX SOFTPOS
APEX ELIGIBILITY & SCORING	APEX ITSP PORTAL	APEX THS
APEX ENTERPRISE ONLINE PAYMENT	APEX KMS	APEX THS CLIENT
APEX FINANCE MANAGER	APEX LOYALTY	APEX TRANSIT
	APEX MERCHANT	

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