comviva
A TECH MAHINDRA COMPANY

MobiLytix™ Loyalty & Rewards

Enhancing Customer Satisfaction

10+ YEARS OF EXPERIENCE

15+ COUNTRIES IN WHICH DEPLOYED

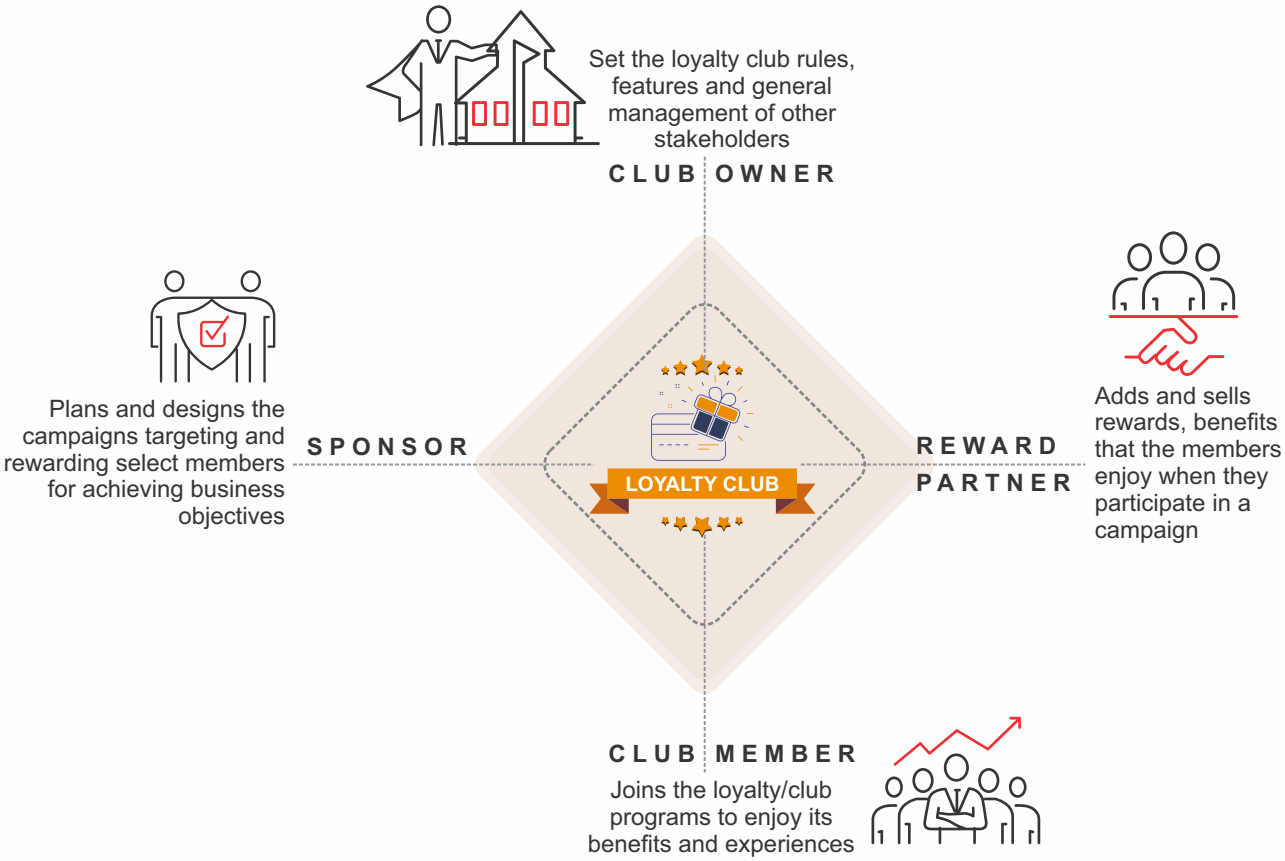
30+ DEPLOYMENTS

100 Mn+ END CUSTOMERS

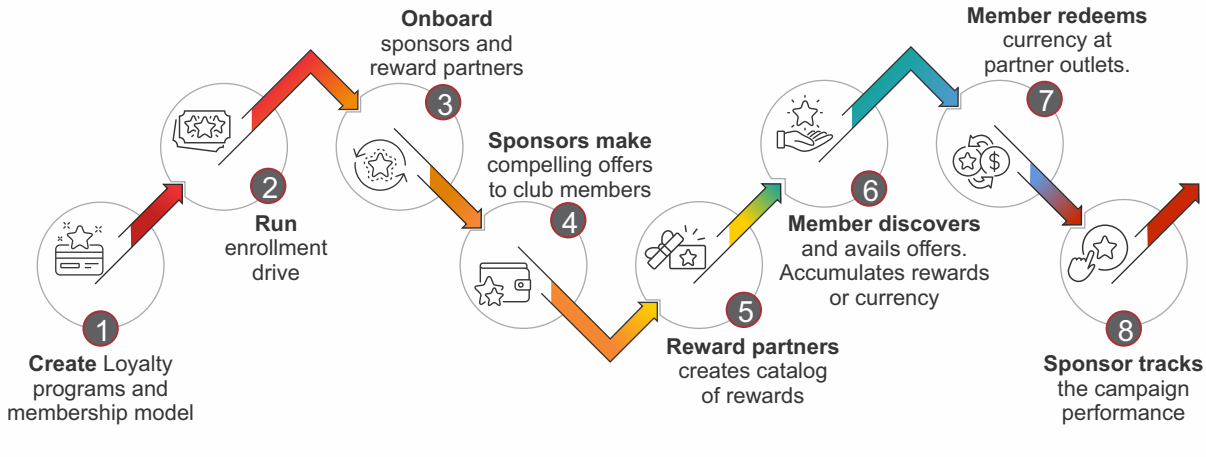
400K+ MERCHANT OUTLETS

In a competitive market scenario with low product differentiation, customer relationships are transactional in nature. As customers are continuously in search of low-priced offers, high-customer churn is a norm than an exception. Customer churn results in high customer acquisition costs with smaller LTV and lower profitability. A loyalty and rewards program acts as a facilitator to radically reduce churn and maximize customer lifetime value through cost-effective retention and marketing strategies, as per the study increasing customer retention by 5% increases profits by 25-95%.

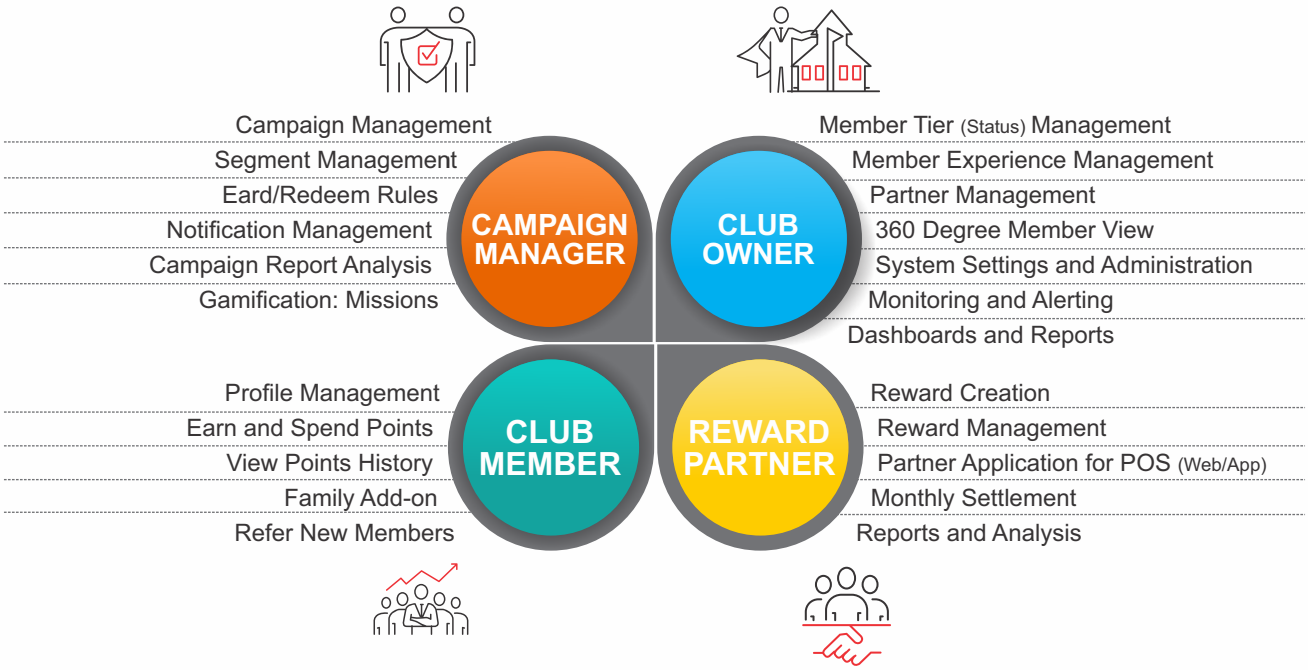
The MobiLytix™ Loyalty and Rewards (MLR) platform is an end-to-end engagement marketing platform designed to create reward-based promotional campaigns and loyalty club/program. The platform enables brands to digitally engage with both, existing and potential customers, to ensure multiple facets. These include effective promotions, faster consumer acquisitions, up-selling/cross-selling and enhancing brand loyalty.



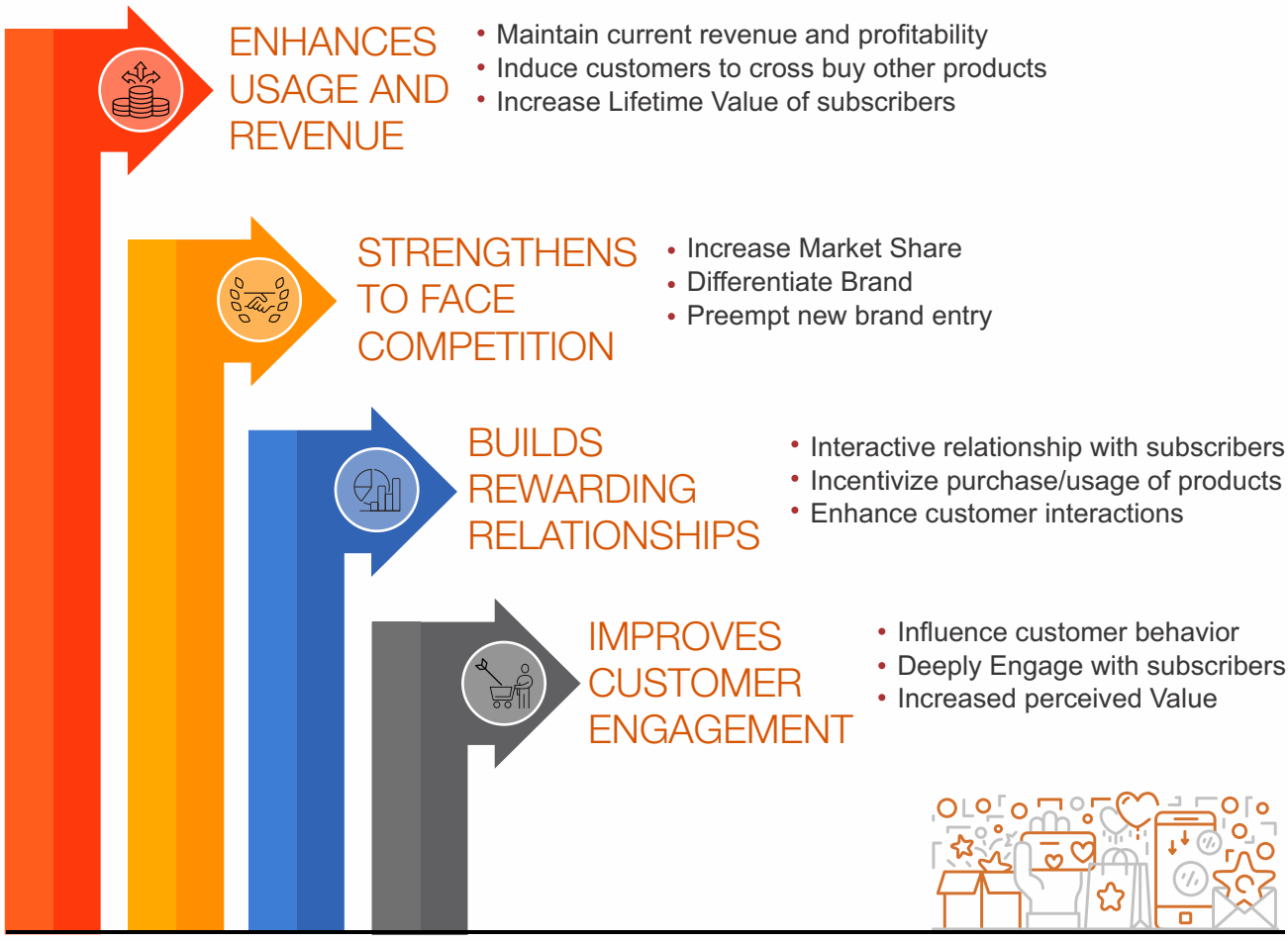
How Does it work?

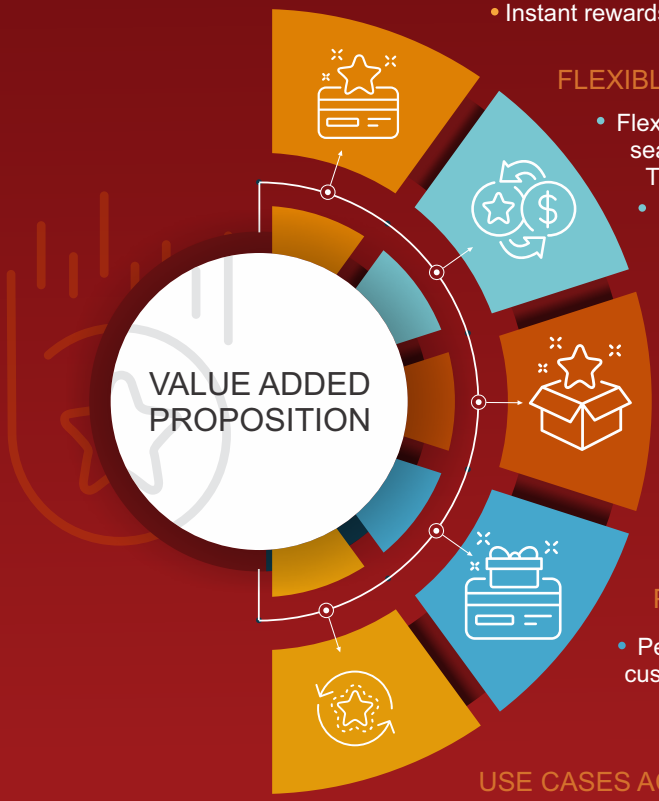


Features and Functionality



Key Benefits





MULTIPLE BRAND CLUBS

- Multiple rewards and loyalty brand clubs for various stakeholders
- Instant rewards and long term loyalty programs

FLEXIBLE INTEGRATION WITH COMPLEX ECOSYSTEM

- Flexible Web services APIs provides data integration layer to seamlessly interact with POS systems, Billing system, Recharge systems, Third Party Partner, Web Sites, Apps and other integrated systems.
- Flexibility for customers to earn and redeem loyalty points at various partner stores

GAMIFICATION

- Innovative workflow and campaign rule creation to create a gamified experience for customers
- Enhanced customer experience

PERSONALIZED OFFERS AND PROGRAMS

- Personalized offers and program creation for your customers and their family

USE CASES ACROSS LIFE CYCLE

- Comprehensive solution to create campaigns across customer life cycle
- Cater to all the stages from on-boarding channel partners to settlement

Reasons to choose

→ One stop solution for multiple rewards and loyalty clubs targeted towards various stakeholders – customers, channel partners, employees etc.

→ A KPI focused, result oriented approach to customer engagement

→ Easily integrate with third part systems through API

→ Automated, end-to-end loyalty and rewards program covering all stages across lifecycle

→ Personalized offers and programs for different customer segments

→ Cloud ready platform

About Comviva

Comviva is the global leader of mobility solutions and a part of the $21 billion Mahindra Group. With customer centricity, innovation and ethical corporate governance at its core, the company's offerings are broadly divided into three categories- Financial Solutions, Digital Systems and Growth Marketing. Its extensive portfolio of solutions spans digital financial services, customer value management, messaging and broadband solution and digital lifestyle services. The company strives to enable service providers to enhance customer experience, resolve real, on-ground challenges and leverage technology to transform the lives of customers. Comviva's solutions are deployed by over 130 mobile service providers and financial institutions in over 95 countries and enrich the lives of over two billion people to deliver a better future.

For more information, please visit www.comviva.com

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