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Technology is changing

the way banks do business

Loyalty programs management solution

Requirements

Integrated solution that …

- Support the implementation of <u>existing Loyalty programs</u>

- Enable development of <u>new</u> programs to reward clients in the use of other banking and non-banking products based on technology-enabled innovations, across all communication channels

- Enable easy integration with core banking, frontend and other 3rd party systems to exchange transactions and update accounts

- Support product bundling, complex relations between partners and clients (tiers, referrals, rewards and allowances sharing, etc.)

- Variety of different units and ways of earning and consuming rewards

- Enable <u>business users to independently configure and customize every aspect of and loyalty programs</u> with minimum need for additional IT development

Flexibility

Different ways of <u>earning</u> & <u>consuming</u> rewards:

Variety of earning rules:

- Based on transactions, events, period, volume, behavior, …

- Different units ("currencies")

- Different ways of counting rewards (amounts for cashback, points for consumption or referrals, …)

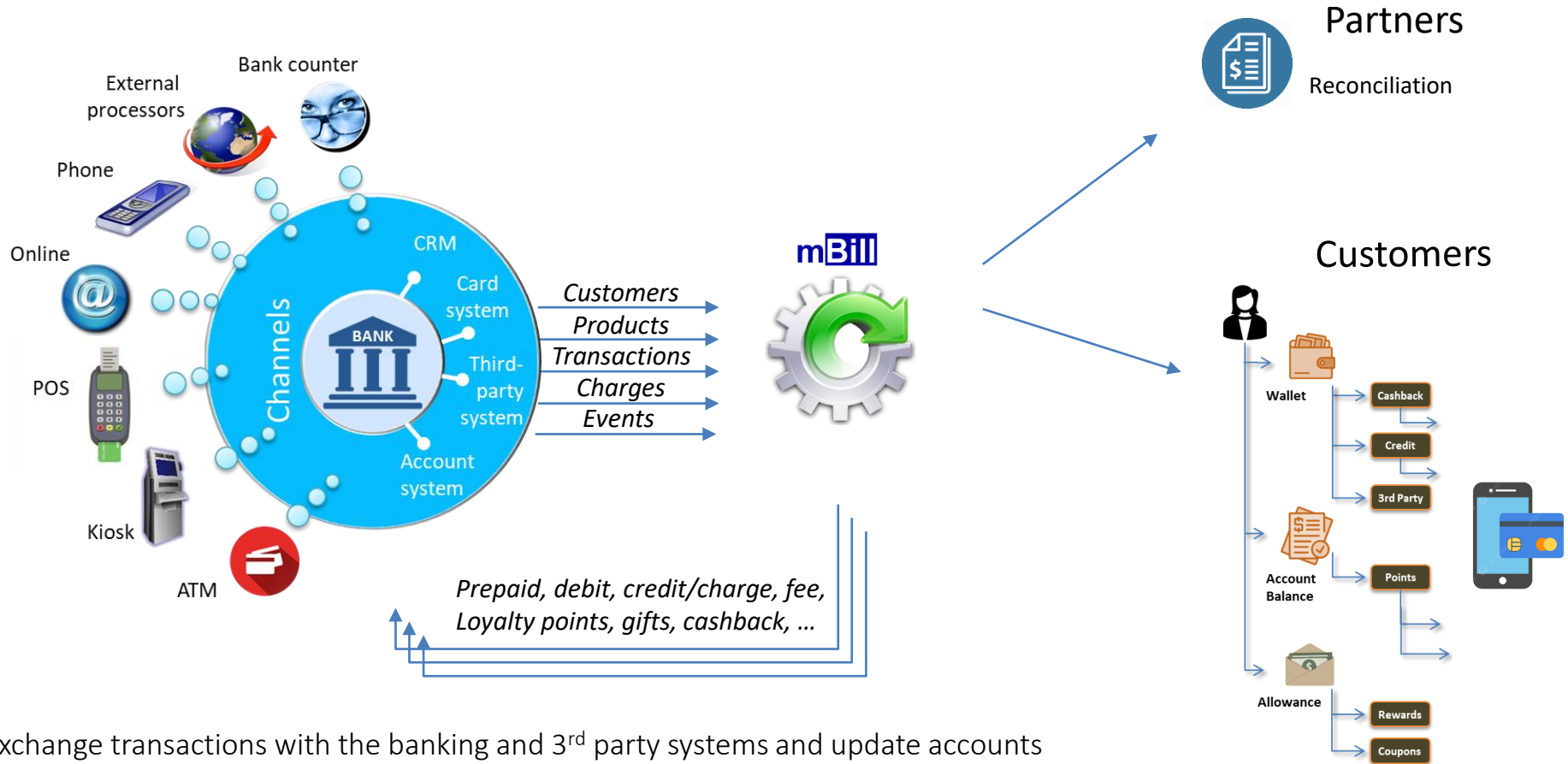- Variety of calculation models including a flat fee, per unit, volume, tiered, overage, and more …

Rewards with immediate (one-off) redemption

- Cashback, direct credit
- 3rd party benefits (partners, merchants, insurances, etc.)
- Revenue and expense modifications

Rewards that need to be consumed within validity period

- Loyalty Points spent (on PoS, mBanking, 3rd party, etc.)
- Coupons and Vouchers
    - Free activations (bank or 3rd party products)
    - Free e-banking transactions
    - Other consumable benefits based on quantity
- Balance rewards (points for VIP lounges or gold status, etc.)

Integrated solution

Partners
Reconciliation

Customers

Channels: Bank counter, External processors, Phone, Online, POS, Kiosk, ATM

BANK — CRM, Card system, Third-party system, Account system

mBill

Customers
Products
Transactions
Charges
Events

Prepaid, debit, credit/charge, fee,
Loyalty points, gifts, cashback, …

Wallet
- Cashback
- Credit
- 3rd Party

Account Balance
- Points

Allowance
- Rewards
- Coupons

Exchange transactions with the banking and 3rd party systems and update accounts

Integrated solution

✓ Include digital wallet features into any system and channel with set of documented **API's**:
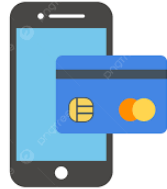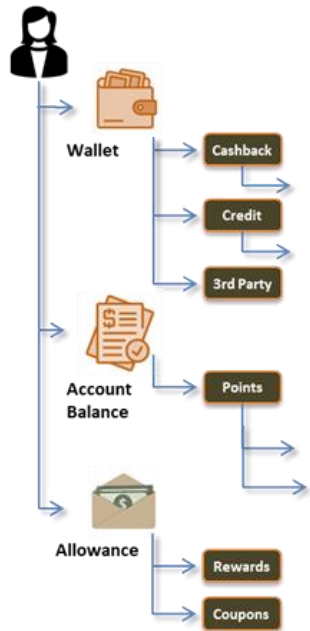
Each earning or consumption of rewards is recorded and available to the client in e.g. mBanking application

- ✓ Can charge variety of different services in different ways

- ✓ Support for managing complex client & partner relationships

- ✓ Easy to manage:
  - Visual Pricing Plans
  - Powerful Discount, Bonus and Loyalty schemes
  - Bundles and cross-product discount options
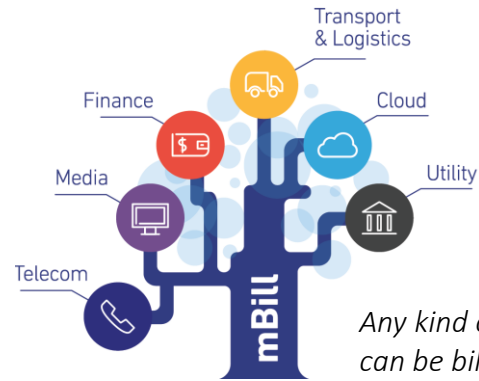
Any kind of service can be billed

mBill

Dynamic Pricing

Highly Optimized Execution

Receives the transactions from multiple sources

Transaction processing

Aggregations

End of period
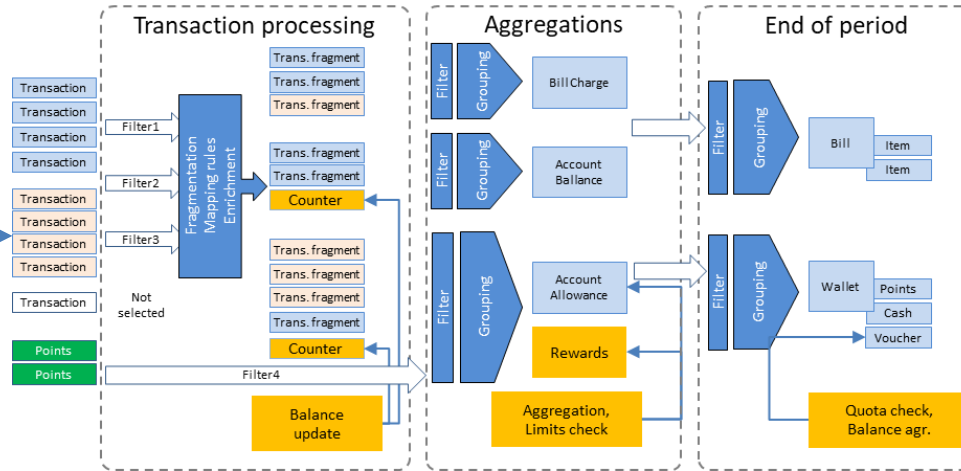
End of Cycle

The result of the processing is transformed into invoices, reports, rewards (points, money, vouchers, ..)

Rewards are available for spending.

Real-time, Online

Each transaction immediately calculates counters and balances at the same time and updates the reward balance.

Rewards immediately available for spending

Monthly "recurring" plan

At the end of period aggregation logic is performed (counters are summarized) and update of the final balances is done.

Rewards are available for spending

✓ Transactions, Fragments and Rewards can be transferred between Accounts in every stage of the process

Data Model Flexibility

✓ Integrates customer and service information

✓ Support for **multiple overlapping hierarchies**
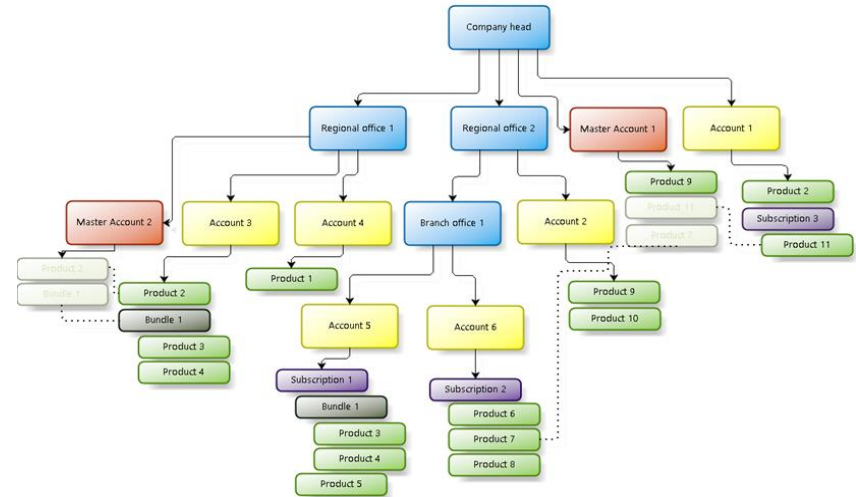
Data Model Flexibility

✓ Integrates customer and service information

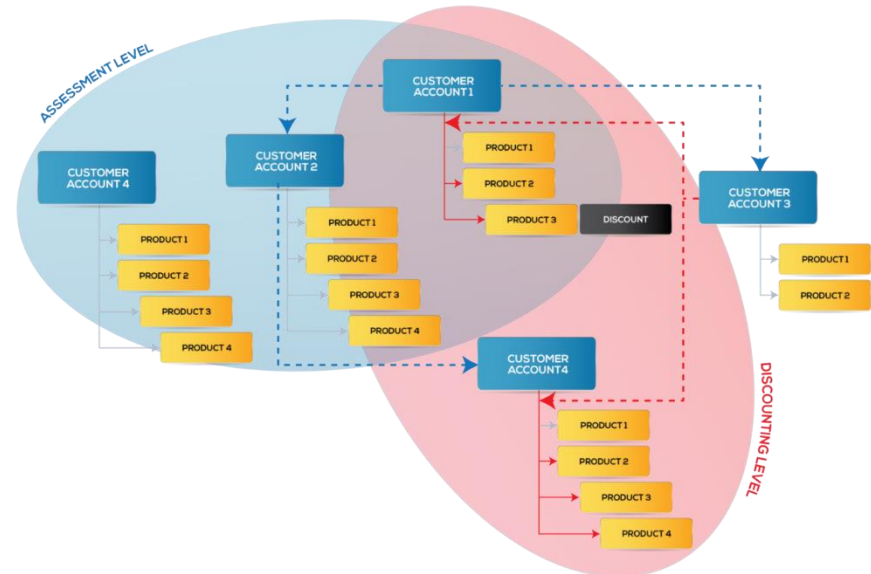✓ The most diverse hierarchical structures of different levels are available
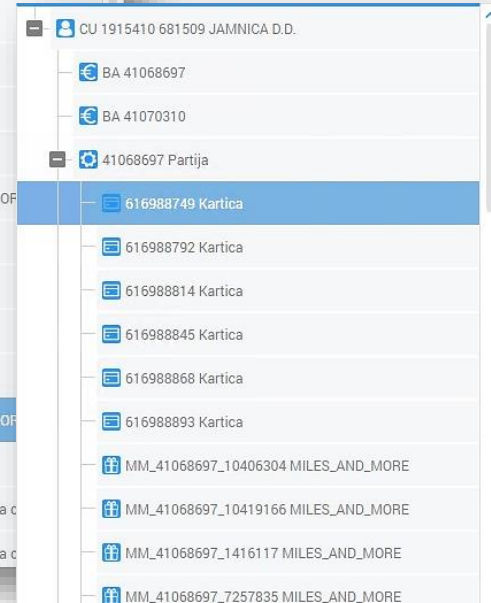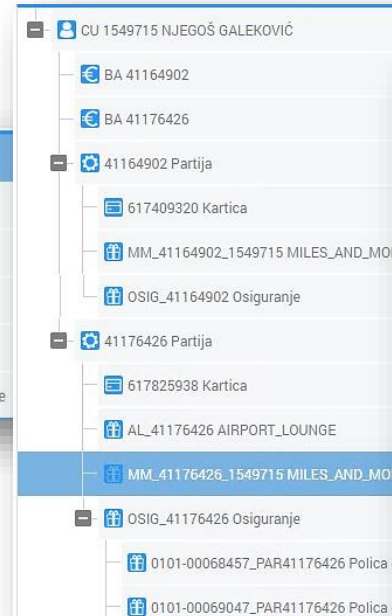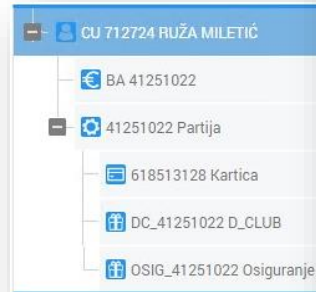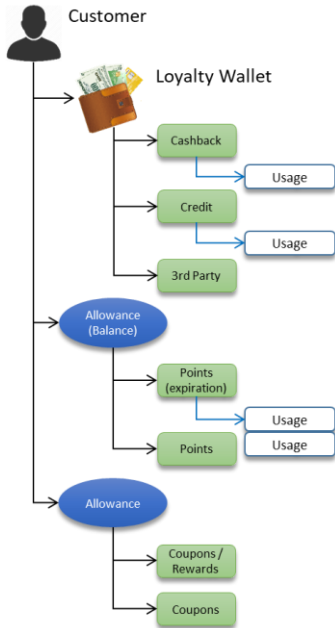
Relationship-based processing

✓ Modeling of the complex relations between customers and partners

✓ Cross Product Calculations
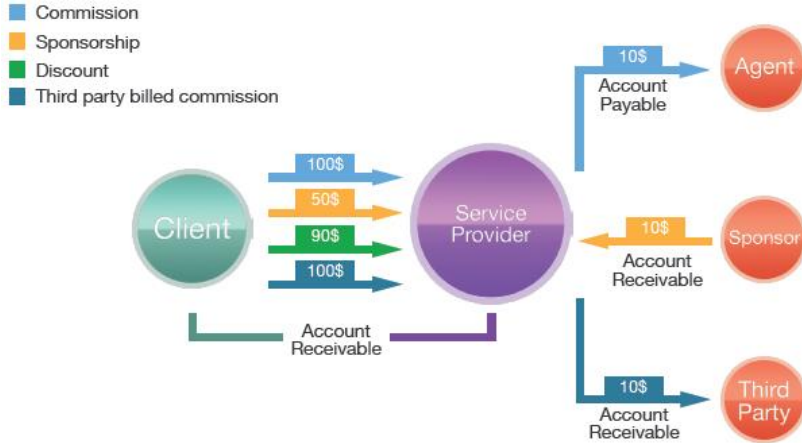
✓ Multiple overlapping hierarchies
(Clients can share rewards, Partners can share costs and profit, etc..)

Where <u>one set </u> of products & events determine the bonuses and rewards for <u>another set </u> of products

Flexibility

✓ Easy administration of multiple wallets with separate earning rules, various currencies, counters, frequency, timed limits, expiration rules, etc. across customer and product hierarchy

Easy to Use Interface

✓ Configuration of loyalty components - what is counted and how (number, volume, formula, plan)
✓ Unlimited number of **different loyalty plans can be used for each service**
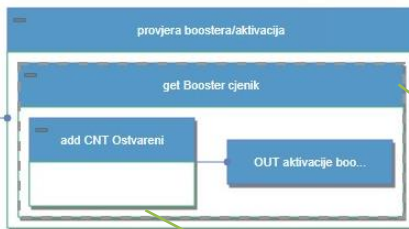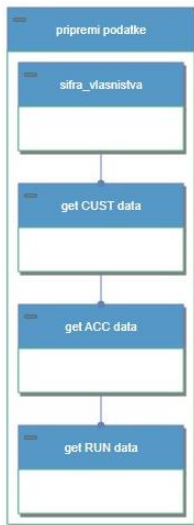
Visual loyalty plan builder

Rich set of configurable rules to fine-tune the product's business behavior based on context

- Ready to use rating components for tariff development (loops, splitters, pricing components, zoning and mapping tables, macros etc.)

- Any data processing scenario is solved through configuration

- Data-driven actions –any external systems can trigger or be triggered from rating engine

Examples

Insurance Program Plan

Methods of reward earning and consumption (spending)
Defines transactions (events), parameters, attributes, calculations logic

Example

D Club Plan
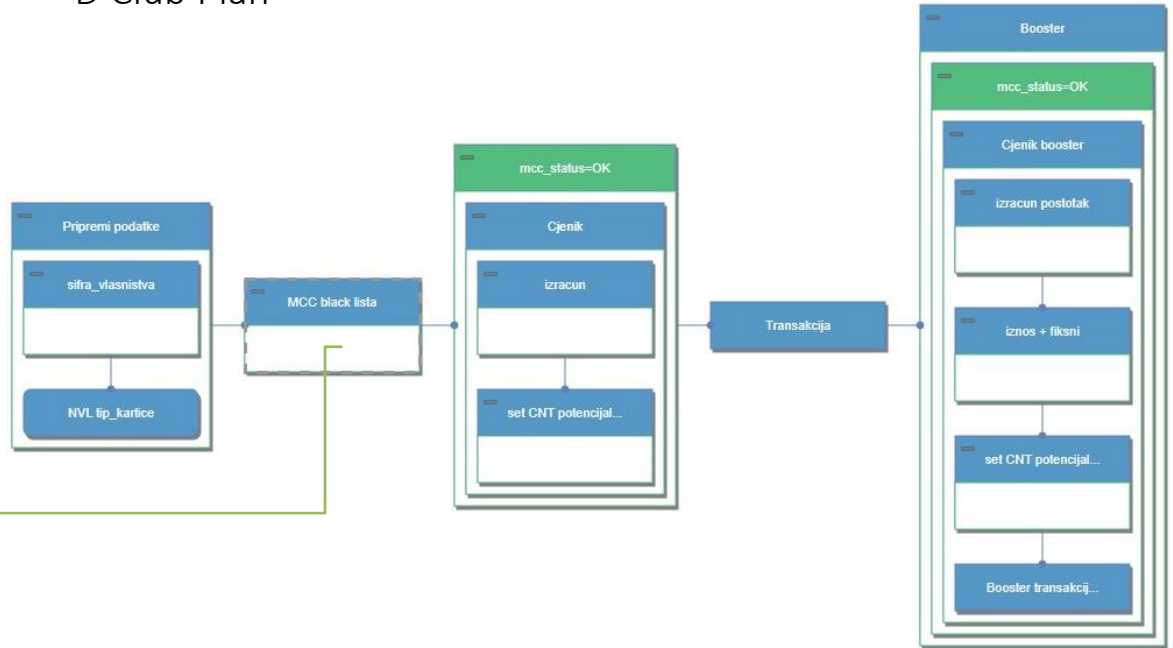
Pricing maintenance

All parameters of the parametrization of thresholds and scoring logic, pricing, commissions, rewards, etc. are defined and preserved in one place

	ID	PROGRAM	TIP_KARTICE	VLASNISTVO	PAKET	SUDJELUJE	POSTOTAK	IZNOS	JEDINICA_MJERE	MIN_PROMET	CAP_IZNOS	BILL_CODE	TIK_ID	ORDER_PRIORITY	VRIJEDI_OD	VRIJ
	27468	AIRPORT_LOUNGE	DC Standardna blue - corporate			besplatan			Lounge				616814393		01.01.2000	
	27469	AIRPORT_LOUNGE	DC Standardna blue - business			besplatan			Lounge				616814392		01.01.2000	
	27471	ASSIST	DC Exclusive - business			Pomoč na cesti			Asistencija				616814394		01.01.2000	
	27472	ASSIST	DC Exclusive - corporate			Pomoč na cesti			Asistencija				616814395		01.01.2000	
	27473	ASSIST	DC Exclusive privatna	0		Pomoč na cesti			Asistencija				616814386		01.01.2000	
	29861	D_CLUB	Mastercard Debit Gold	0		optIN			Euro							
	29862	D_CLUB	Mastercard Debit Gold	0		optIN			Euro							
	29863	D_CLUB	Mastercard Debit Gold	0		optIN			Euro						01.03.0024	06.03
	5000	MILES_AND_MORE	DC Croatia Airlines privatna	0		DA	XXXXXXXX		M&M milja	150		M0334	616814387	0	01.01.2000	
	5001	MILES_AND_MORE	DC Croatia Airlines privatna	1		zavisna	XXXXXXXX		M&M milja	150		M0334	616814387	0	01.01.2000	
	5002	MILES_AND_MORE	DC Junior	2		zavisna	XXXXXXXX		M&M milja	150		M0334	616814391	0	01.01.2000	
	5003	MILES_AND_MORE	DC CTN - business			DA	XXXXXXXX		M&M milja	150		M0334	616814396	0	01.01.2000	
	5004	MILES_AND_MORE	DC CTN - corporate			DA	XXXXXXXX		M&M milja	150		M0334	616814397	0	01.01.2000	
	5005	D_CLUB	DC Exclusive - business			DA	XXXXXXXX		Euro	150			616814394		01.01.2000	

Parameters that sales and marketing will change independently (loyalty scheme parameterization)

Data View & Edit Module - an interactive GRID for price plan parameters configuration

Monitoring & Reporting

- ✓ Standard and interactive (BI) reports/dashboard with data transfer in n-level deep drill-down reporting

The system will keep track of every event & transaction-based reward where points are earned when a customer completes a transaction, activate service, shop at partners, etc.

Thank you!

multicom