

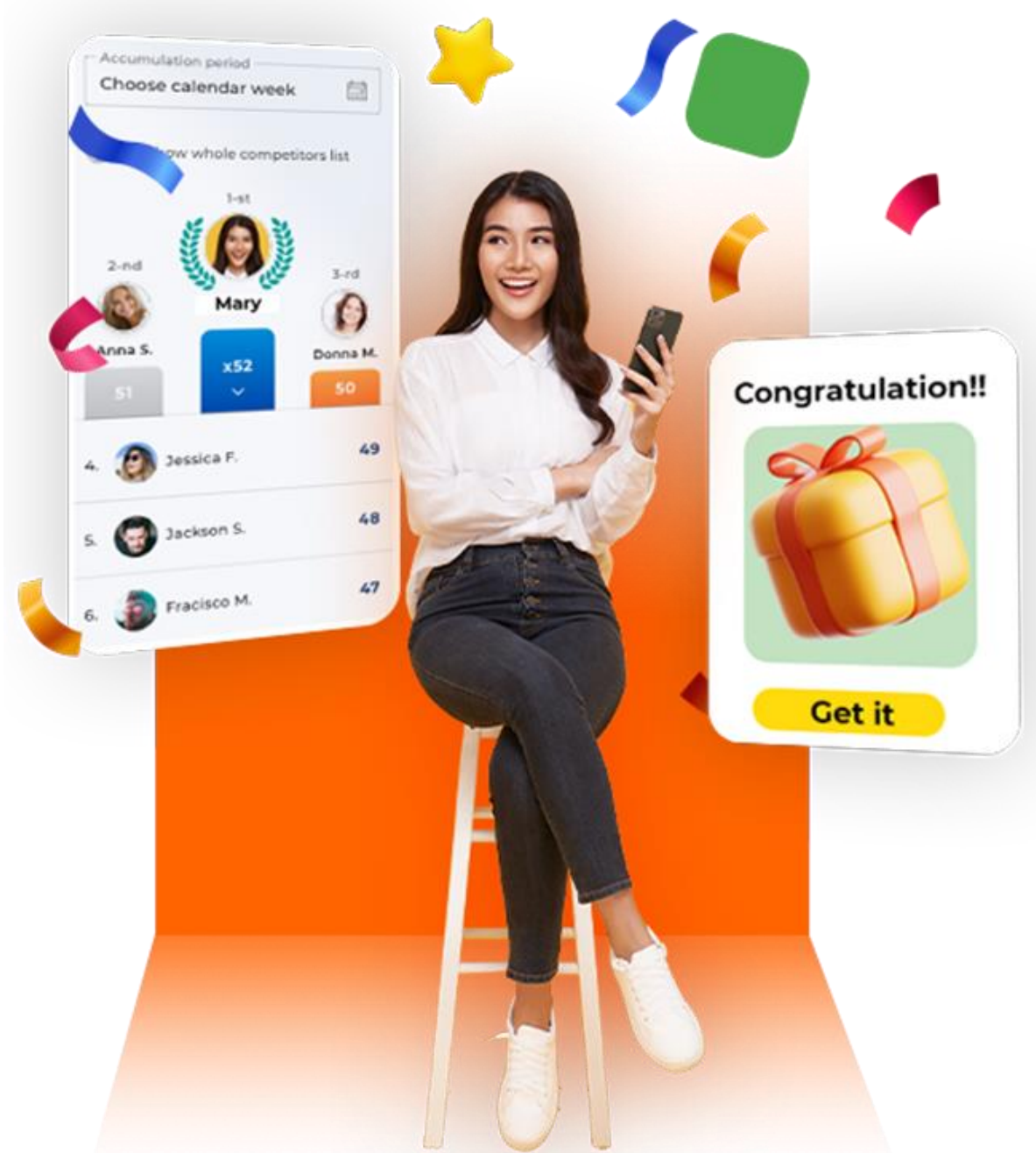
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LOYALTYOS PERSONALIZE OFFER ENGINE



LOYALTYOS PERSONALIZE OFFER ENGINE

Design and launch **personalize offer programs, reward campaigns** to **build long-lasting relationships** with your customers and **drive revenue growth**.



UENGAGE TRUSTED BY MAJOR PARTNERS

CONSUMER GOODS & RETAIL



FINANCE & INSURANCE



INTERNATIONAL





TPBANK LOYALTY

Client Background

TPBank is a leading pioneer in modern banking and financial enterprises in Vietnam, with its unique identity that affirms its position as the **No. 1 digital bank** in the country.

Business Needs

- ▶ To establish the most **efficient loyalty ecosystem** that connects the activities of all customers and partners using advanced, highly effective technology and a **secure and sustainable platform infrastructure**.
- ▶ To create a **comprehensive customer loyalty program** that covers every touchpoint, with the goal of **maximizing reward benefits** for various business types, including retail banking and corporate banking.
- ▶ Where every customer can be identified based on their purchasing and interaction patterns, **allowing merchants/partners to engage more effectively** with their target customers, carry out cross-sales/up-sales activities, and enhance brand awareness.



Solutions

Build a **loyalty ecosystem** for all brands and customers of TPBank:

- ▶ Offer a **ready-to-use Loyalty platform** that can **adapt to most marketing schemes** on the market and can be easily customized based on the requirements of each business domain.
- ▶ **Integrate with various vendors** to enhance customer experience, such as gift providers and payment gateways.
- ▶ **Configure the redemption rules** according to the policy at TPBank. The process is done in real time to update the display immediately for the customer after each transaction.
- ▶ **Store customer information** from points accumulation, used points (redeeming gifts, giving gifts, buying gifts), tier history and some other information so that TPBank can segment and manage customers for other purposes.



Achievements

- ▶ Delivered within **6 months** and supported the project with new CRs while running the business.
- ▶ Went live with **6 million members and 1 million earn & burn transactions** everyday.
- ▶ Met the high transaction volumes up to **200 tps** with **millions of users**.
- ▶ Replaced **old manual loyalty system** with ability to adapt more marketing schemes and **easy to use UI/UX** for operators.





MAISON

Client Background

As one of **the largest fashion retail** and distribution companies in **Vietnam**, Maison represents over **18 renowned fashion brands**, including Coach, Converse, Puma, Pedro, Charles & Keith, Skechers, and more.

Business Needs

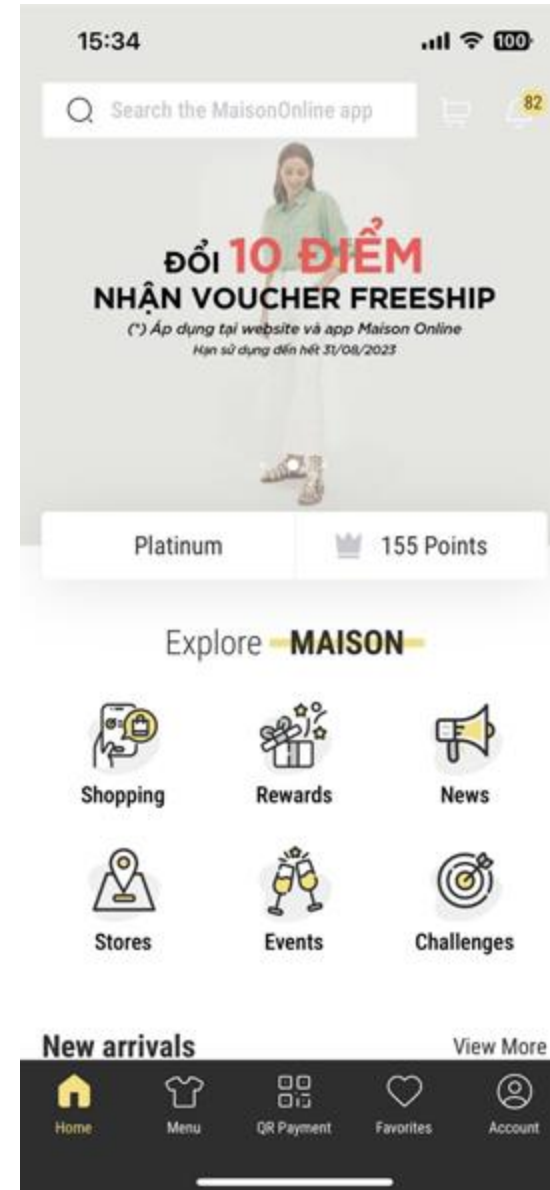
- ▶ **Manage customer data** centrally from various sales channels, including offline store chains (supermarkets, malls...), direct online sales channels (maisononline.vn), and online sales channels from ecommerce sites (Shopee, Lazada).
- ▶ **Increase revenue and promote more product sales** to loyal customers, aiming to enhance repurchase rates and manage customer care and gift activities.
- ▶ Establish a direct and real-time **one-on-one interaction channel** with customers through marketing campaigns and communication channels such as mobile apps, web push notifications, SMS, Zalo, and more.



Solutions

Build a loyal ecosystem for all Maison brands and customers:

- ▶ Provide a **user-friendly LoyaltyOS platform** that enables easy management and customization of loyalty programs through the loyalty and redemption app.
- ▶ Deploy **UEngage** for automating marketing campaigns and facilitating customer interactions.
- ▶ Integrate with both **offline sales channels (POS)** and **online sales channels (Haravan)**.



Achievements



Implement the project within

4 months



Operate with

2 million members

•
•



DIVERSE AND FLEXIBLE LOYALTY PROGRAM

LoyaltyOS is a **dynamic platform** designed for large companies with multiple brands, partners, and linked members working together **to increase the value of the ecosystem.**

- ✔ Simple to design personalize offer program.
- ✔ Unlimited creativity.
- ✔ Quick implementation.

27%

Customer spending increase

2.5x

Revenue Increase

319%

Average Order Value increase

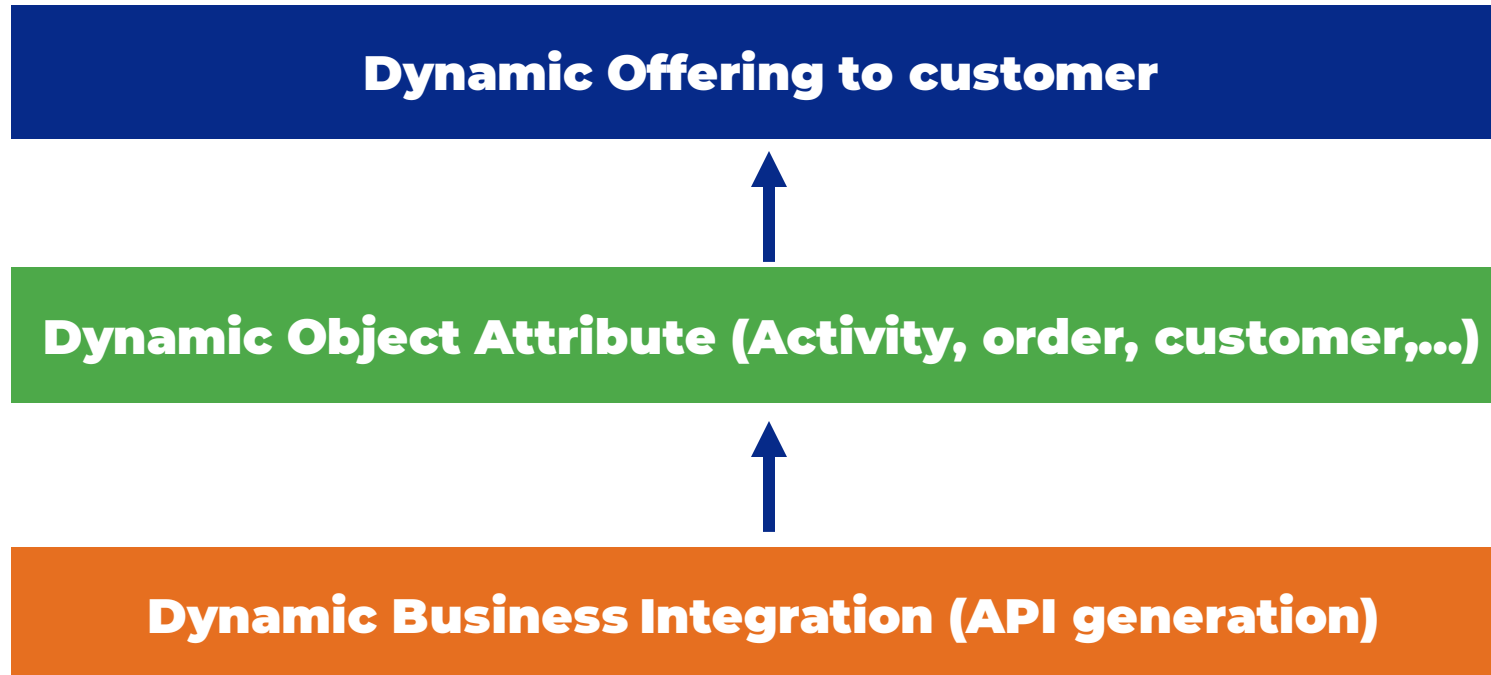
6.4x

Customer satisfaction increase

The screenshot displays the 'Offer Rule' configuration interface. It features a navigation bar with steps: 1. General Information, 2. Applicable, 3. Segment, 4. Rules, and 5. (partially visible). Below the navigation, there are radio buttons for 'Allow all rules' (selected) and 'Allow 1 rule only'. The main area shows a visual logic builder with a 'Condition' block containing an 'And' connector and several criteria: Member Program level, Merchant ID, Store Number of Products, Store Transaction Date, and Merchant type. An 'Action' block is also present, set to 'Reward Loyalty Currency' with a value of '3' and a frequency of '3 Months'. A blue callout bubble on the right says 'Free shipping for our Gold Members'. A green callout bubble at the bottom right says 'extra 500 points 3rd purchase this month'.

DYNAMIC DESIGN MAKE SIMPLE

- ✓ Flexible campaign provide unlimited creativity to Marketer.
- ✓ Real-time engine enable your customer with excellent UX.
- ✓ Optimize every campaign from real-time analytic report.
- ✓ Dynamic platform with low code shorten time to market.



DIVERSE AND FLEXIBLE LOYALTY PROGRAM DYNAMIC DATA DESIGN BY INDUSTRY

Dynamic object provide ability to any business rule to any industry.

Activity

Member Offer Merchant Store Product TouchPoint

Purchase

Airlines

Banking

Bar

CrossDomain

DA Purchase Domain

ĐCM

Domain_Yen0525_0

Domain_Yen0531_0

Ecommerce

hóa đơn

hóa đơn điện tử

Hotel

Nhà Hàng

Retail

In Program

Search Attribute

Download Upload + New Attribute

Name	System Name	Data type	Use in Rule	LOV
CUSTOM ATTRIBUTE				
Offer Category	offerCategory	LoV	⊖	CARD_TYPE
CIF	cIF	Text	✓	
money_transfer_type	money_transfer_type	Text	✓	
Transaction value	transactionvalueee	Text	⊖	
Tranfer method	tranfermethod	Text	✓	
Transaction ID in TPBank	transactionIDinTPBank	Text	⊖	
Card Number	cardNumber	Text	⊖	
Loại tiết kiệm	savingType	LoV	✓	SAVING_TYPE*

- ✓ All your program related object can be customized.
- ✓ Activity include all action from customer to your brand (purchase, behavior onsite/offline...).
- ✓ Ability to design more activities if any

- ✓ Ability to design attribute of each object
- ✓ Match with your industry & practices

BUILD DYNAMIC INTEGRATION API FROM A DYNAMIC OBJECT

- ▶ Low cost / no coding to save development effort
- ▶ Reduce time to launch program
- ▶ Adaptive change in future when business growth

The screenshot shows the 'Business Integration Builder' interface. On the left, there is a sidebar with a search bar and a list of activity categories. The main area is divided into two sections: 'Identify Touchpoints' and 'Identify Activities'. The 'Identify Touchpoints' section contains a table with columns for Touchpoint Name, Touchpoint Code, and Channel. The 'Identify Activities' section contains a table with columns for Activity Name, Activity Code, Type, Applied Attribute Type, Input, and Actions. A red circle highlights the edit icon in the Actions column of the 'View list card have not pay annual fee' activity row. A blue arrow points from this icon to the 'Activity Detail' panel on the right.

Touchpoint Name	Touchpoint Code	Channel
AnhHD8	TouchPoint_1681196486625	Website
App Shopee	TouchPoint_1677225929	Shopee
App TPBank	TouchPoint_1676962594	Mobile app

Activity Name	Activity Code	Type	Applied Attribute Type	Input	Actions
Thanh toán đơn hàng Sendo Farm	Activity_1679485675	Common	Purchase	Single API	
Traphaco - actv - Làm khảo sát	Activity_1673419204	Common	Behavior	Single API	
View list card have not pay annual fee	Activity_1685508684	Common	Purchase	Single API	

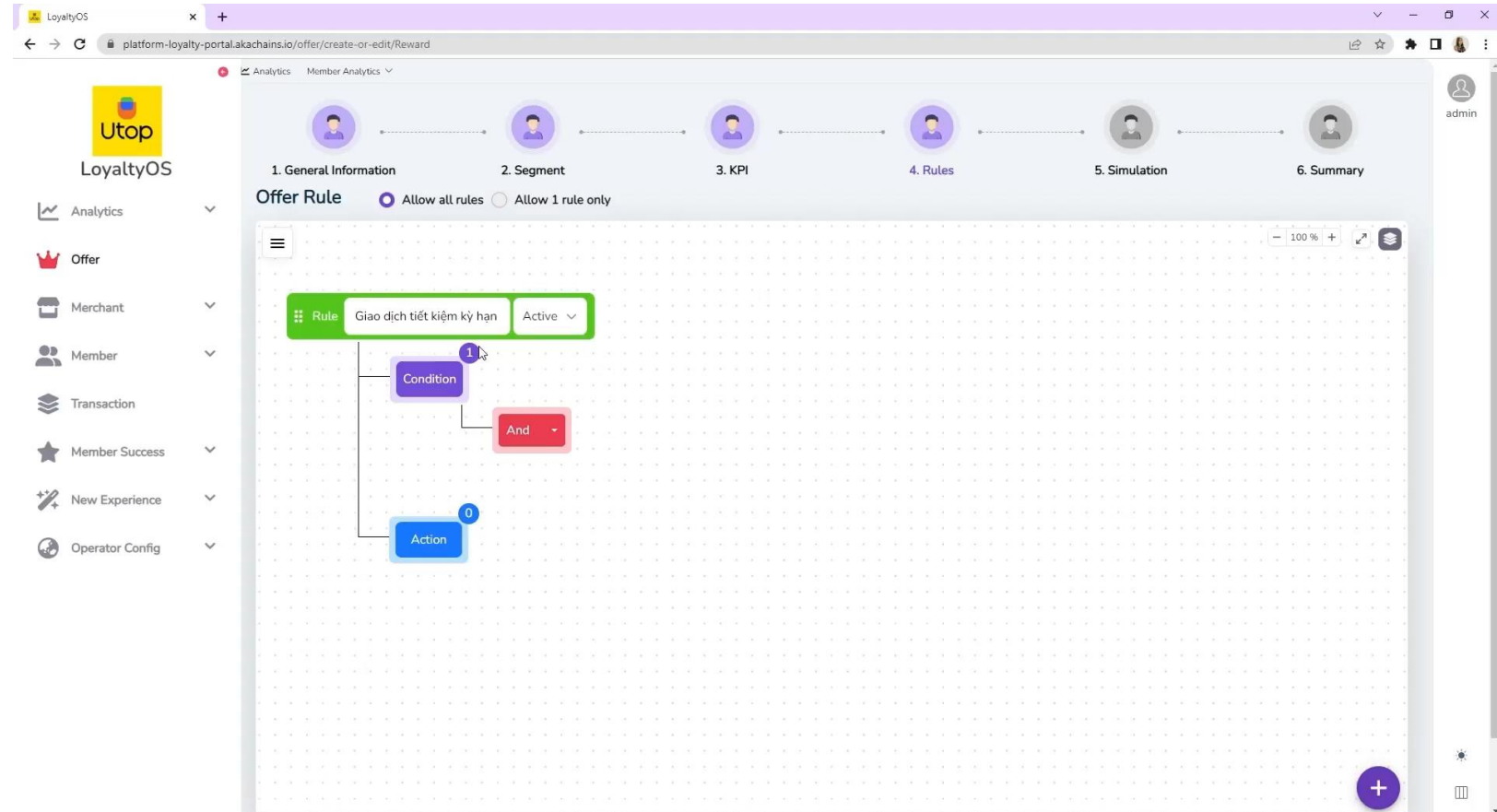
The 'Activity Detail' panel shows configuration options for the selected activity. It includes fields for Touchpoint, Activity Code, Activity Name, Type, and Applied Attribute Type. There is also an icon selection area with a globe icon. Below these are sections for 'Available Attributes' and 'Applied Attributes'. The 'Applied Attributes' section contains a table with columns for Name, UseInRule, Sub-Attribute, and Required.

Name	UseInRule	Sub-Attribute	Required
typeCard	NO	None	<input type="checkbox"/>
methodPay	NO	None	<input type="checkbox"/>
Transaction Value	YES	None	<input type="checkbox"/>

- ✔ Few clicks to Build /Customize API
- ✔ API are secured by OAuth2 authentication

UNLIMITED CREATIVITY WITH DYNAMIC PROMOTION OFFER

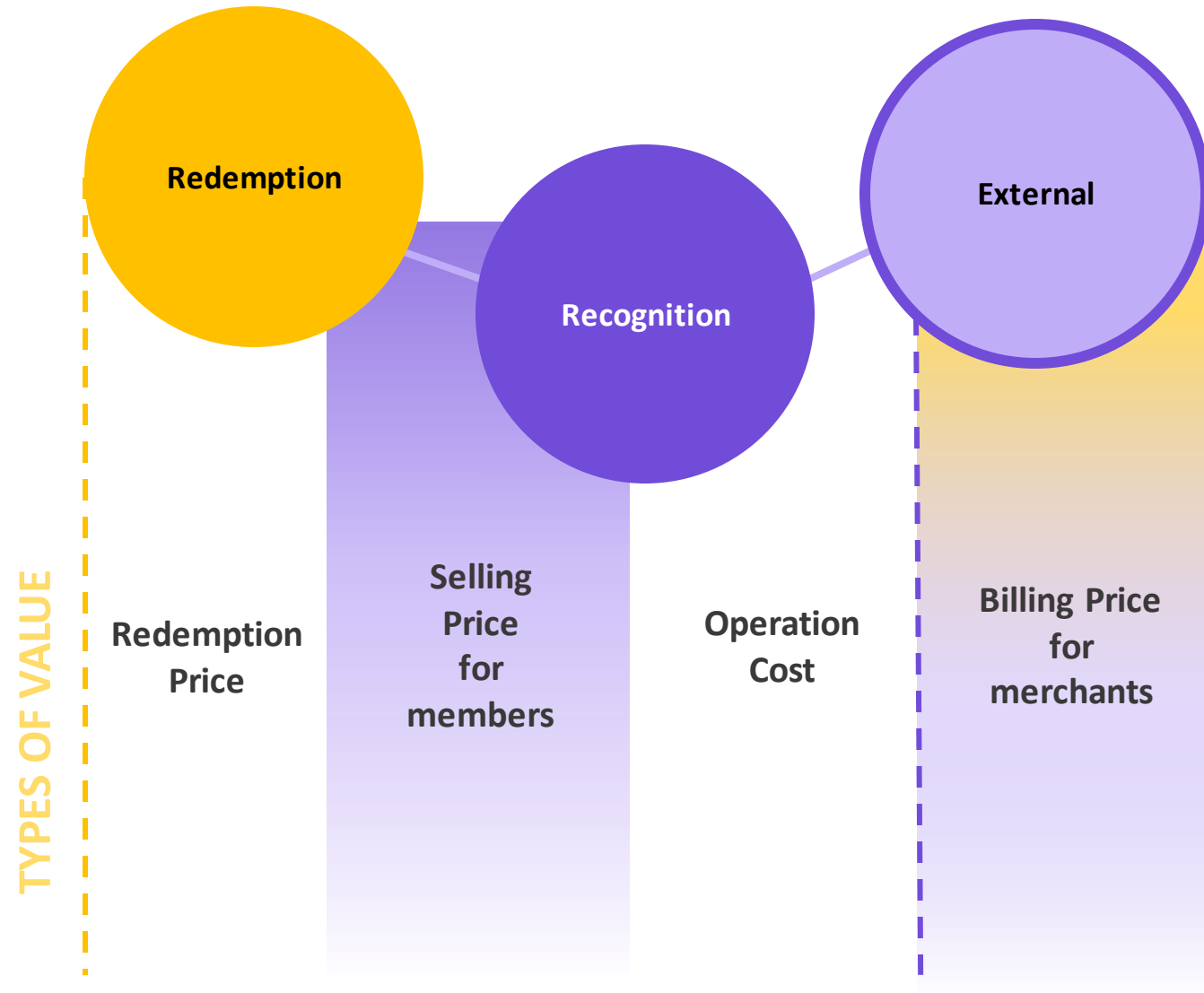
- ✓ Administrators can manage **different types of offerings**, including awarding points, gifts and update benefits/privileges or individual deals on the Zero Coding platform and Headless model (API).
- ✓ Customers can receive offerings thanks to **any input/interactions** or **related events**.
- ✓ The **user-friendly** and **dynamic settings** ensure that administrators fully realize the expectations for the offering of users.



LOYALTYOS – MULTI-CURRENCIES

Main features

- 01 – Multi-currencies management** by types/purposes: Redemption (to redeeming gifts), Recognition (to upgrade rank), External (partner outside of the network).
- 02 – View and create/edit currencies information:** Image, status (active/inactive), exchange rates, expiry date, etc.
- 03 – Create/edit Tag** of a specific currency by name, expiry date, status.
- 04 – Record point history** in detail by each transaction.
- 05 – Set point redemption rule** (FIFO/by Merchant).



LOYALTYOS – MULTI-CURRENCIES

Benefits

- ✓ **Various types of currencies** can be applied to the loyalty program, making it easy for businesses to manage based on business needs.
- ✓ **Expiry date** is managed by type of currencies and tags that allows businesses to flexibly set up a point-earning offer.
- ✓ **Recognition** type can help businesses **optimize offers** and **create a sense of belonging** with members.
- ✓ **External** type helps loyalty program increase attractiveness and **attract customers** by partnering unlimitedly with other loyalty programs.



LOYALTYOS – REDEMPTION OFFERS

Main features

01 – Set up **burning offers** in the loyalty program in the form of **Deals**, applying for one or more **gifts/products** with a customizable point value.

02 – **Create deal collections** (Eg: Hot Deal, Flash Sales, Black Friday, 11.11, etc.)

03 – Set up the **deal duration** and inform the target audience.

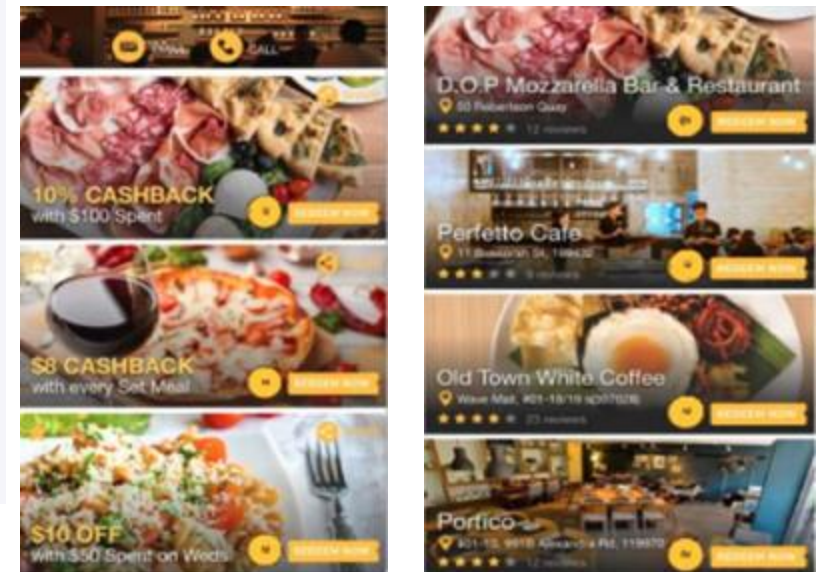
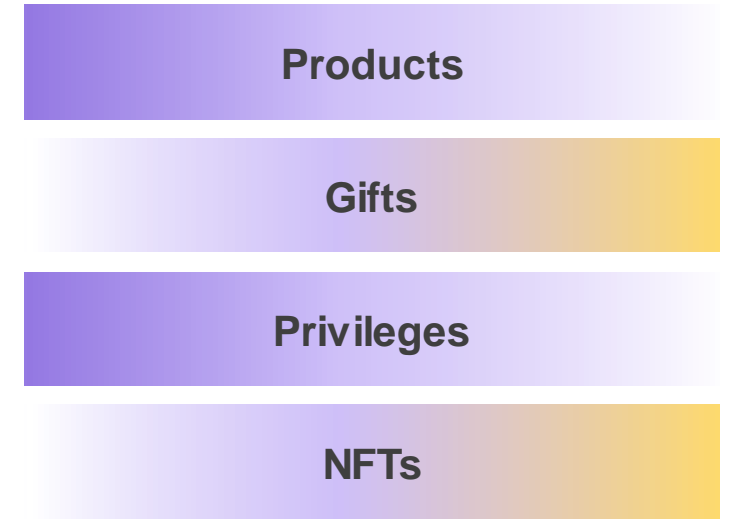
04 – Display the **countdown** to the end of each Deal Offer.

05 – Manage the **gift inventory** assigned with Deal Offer.

06 – Manage the list of **redemption transactions** to of each Deal Offer.

The screenshot shows the 'Create Deal Offer' form in the LoyaltyOS admin panel. The form is divided into several sections: Information, Display setting, Sponsorship, Policy, and Activity. The 'Information' section includes fields for Name, Offer code, Start date, End date, and Description. The 'Display setting' section has a toggle for 'Show the deal offer on end user front-end' and a dropdown for 'De Offer Start Date'. The 'Sponsorship' section includes a 'Sponsor' dropdown and a 'Total' field set to 100%. The 'Policy' section has 'Limit per offer' and 'Limit per member' sections, each with 'Transaction limit' and 'Budget limit' dropdowns. The 'Activity' section has 'Post', 'Transaction type', and 'Activity' dropdowns. A yellow arrow points to the 'Allow end user to subscribe the offer' toggle in the 'Display setting' section.

REDEMPTION VIABILITY



LOYALTYOS – REDEMPTION OFFERS

Benefits

- ✔ Give customer the best experiences with a **variety of Deal Offers** for redemption
- ✔ Encourage customers to participate in **redemption with preferential prices**, thereby **increasing interaction** with existing customers and **attracting new customers**.



LoyaltyOS – CUSTOMER SEGMENTATION

Main features

01 – Manage **Customer Segmentation**

02 – Define customer segmentation by:

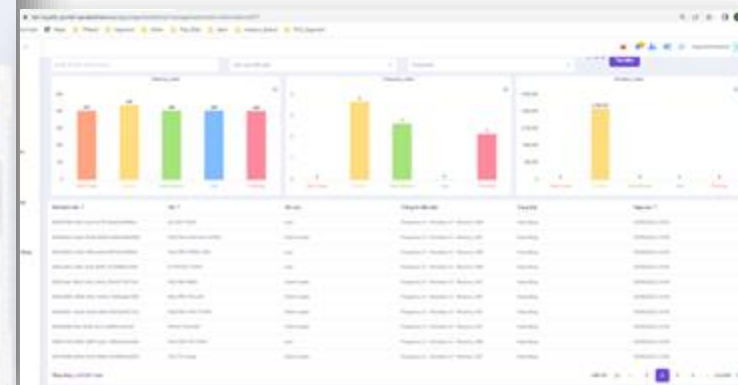
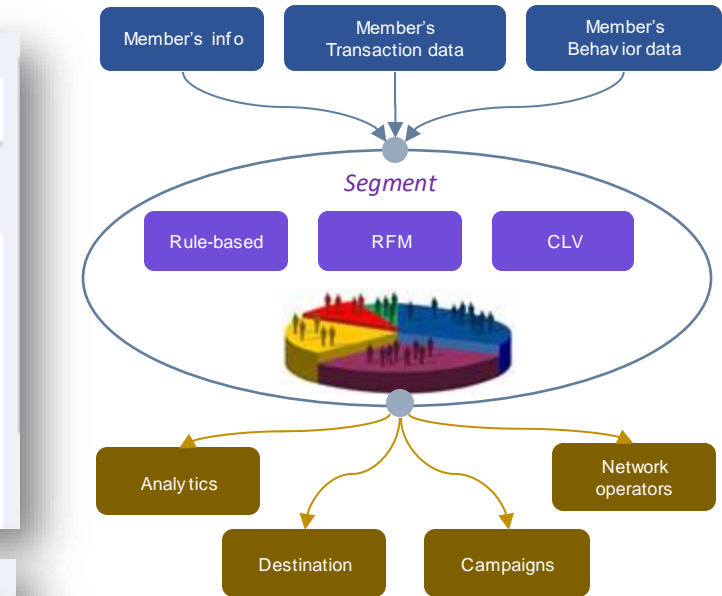
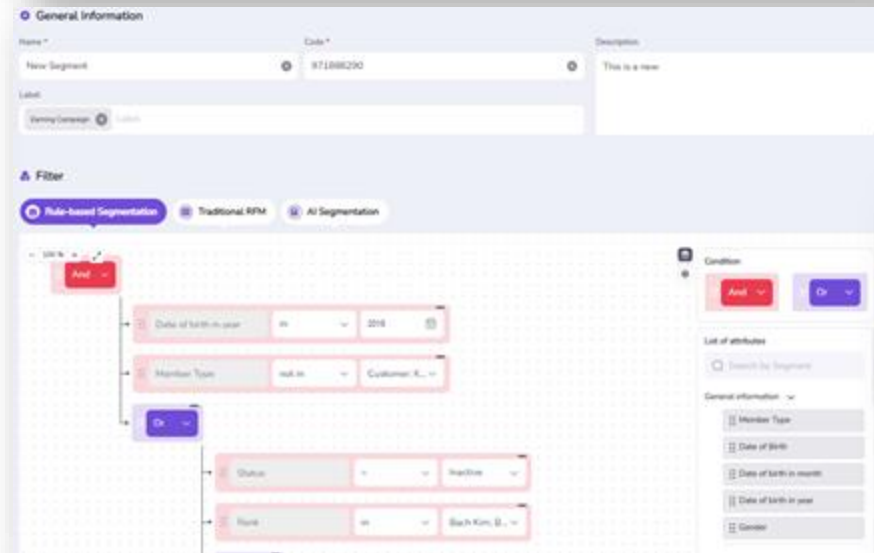
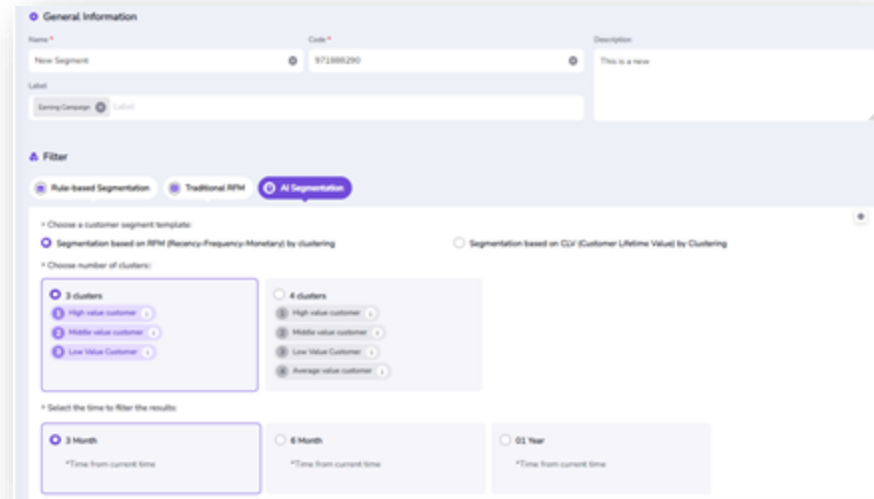
- **Data informed:** Rule-based
- **Data driven:** RFM-based and CLV-based

03 – Manage **calculation frequency:** daily, weekly, specific period, etc.

04 – Manage **segmentation lifecycle:** Create, edit, activate, calculate and apply segmentation

05 – **Apply segmentation:** on Loyalty end points (campaigns/programs, in-app notification, email), on other end points (SMS, Zalo, Viber,..), visualization (Loyalty Portal, Dashboard SuperSet/ PowerBI ...)

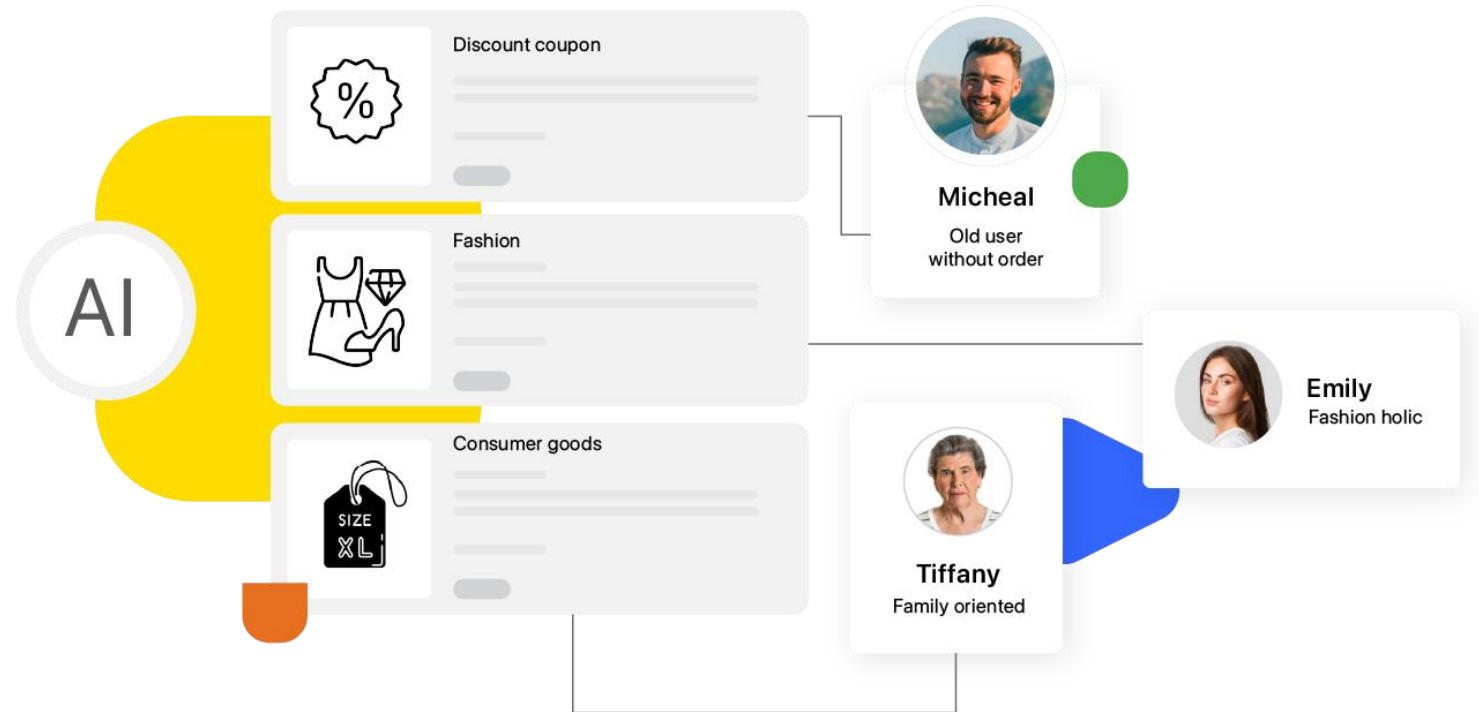
06 – **Export** the list of customer segmentation



LoyaltyOS – CUSTOMER SEGMENTATION

Benefits

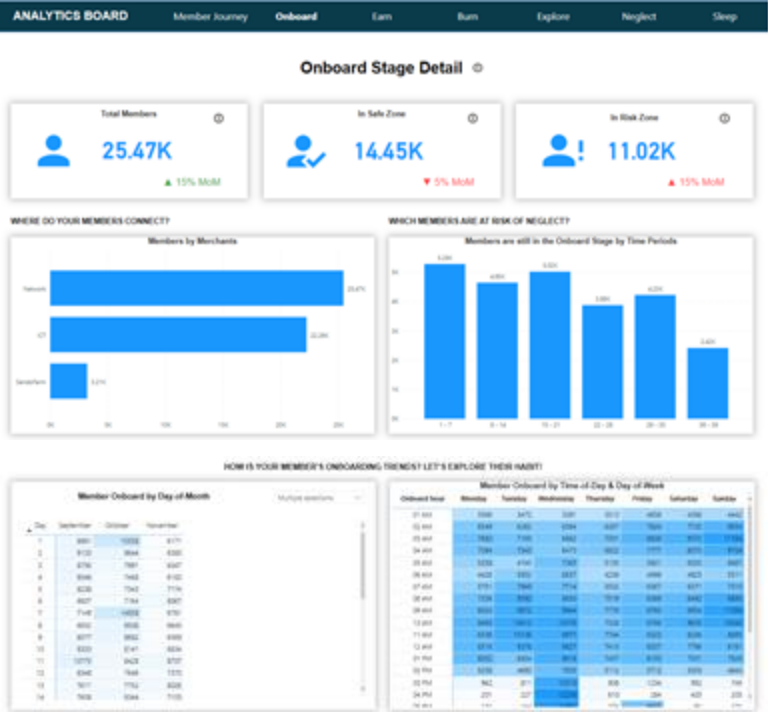
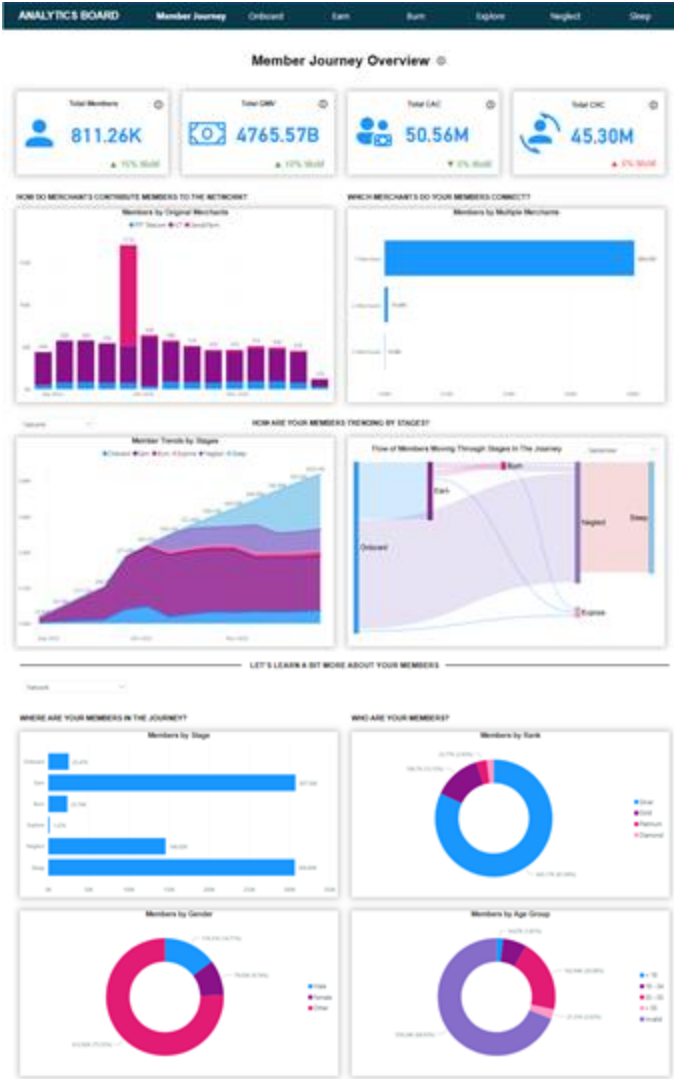
- ✓ Identify **common characteristics** of each customer segmentation to **have relevant approaches**
- ✓ **Reduce costs and increase marketing effectiveness** on target audience.
- ✓ **User-friendly interface** for administrators.



LOYALTYOS – ANALYTICS BOARD

Main features

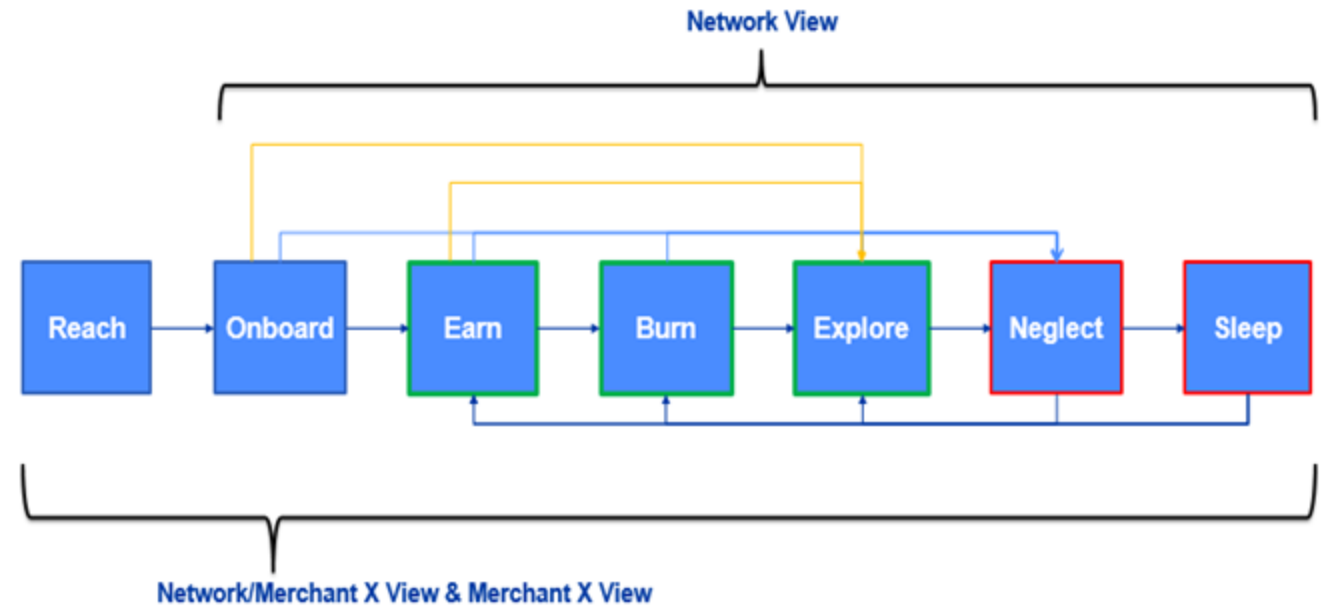
- 01** – Analytics board to analyze customers' behaviors in the **Member Journey: Reach - Onboard - Earn - Burn - Explore - Neglect - Sleep**
- 02** – Member journey is tracked from 3 different views: **Network** view, **Network/Merchant** view, and **Merchant** view
- 03** – Build **customer personas** by **historical data** and **snapshot data**
- 04** – Deep analytics on **customers' behaviors** and **purchasing habits**
- 05** – **Multi-dimensional interaction** between charts, allow filter by time and by merchant, etc.



LOYALTYOS – ANALYTICS BOARD

Benefits

- ✓ **Implement effective marketing strategies** for each customer segmentation based on the member journey: **Deliver the right message to right people at the right time.**
- ✓ **Multi-dimensional** interaction between charts leads to **in-depth analysis** and **gives insights** of members' habits and interests.
- ✓ **Power BI** platform is accessible and easy to operate



BUILT IN SCALE & SECURITY

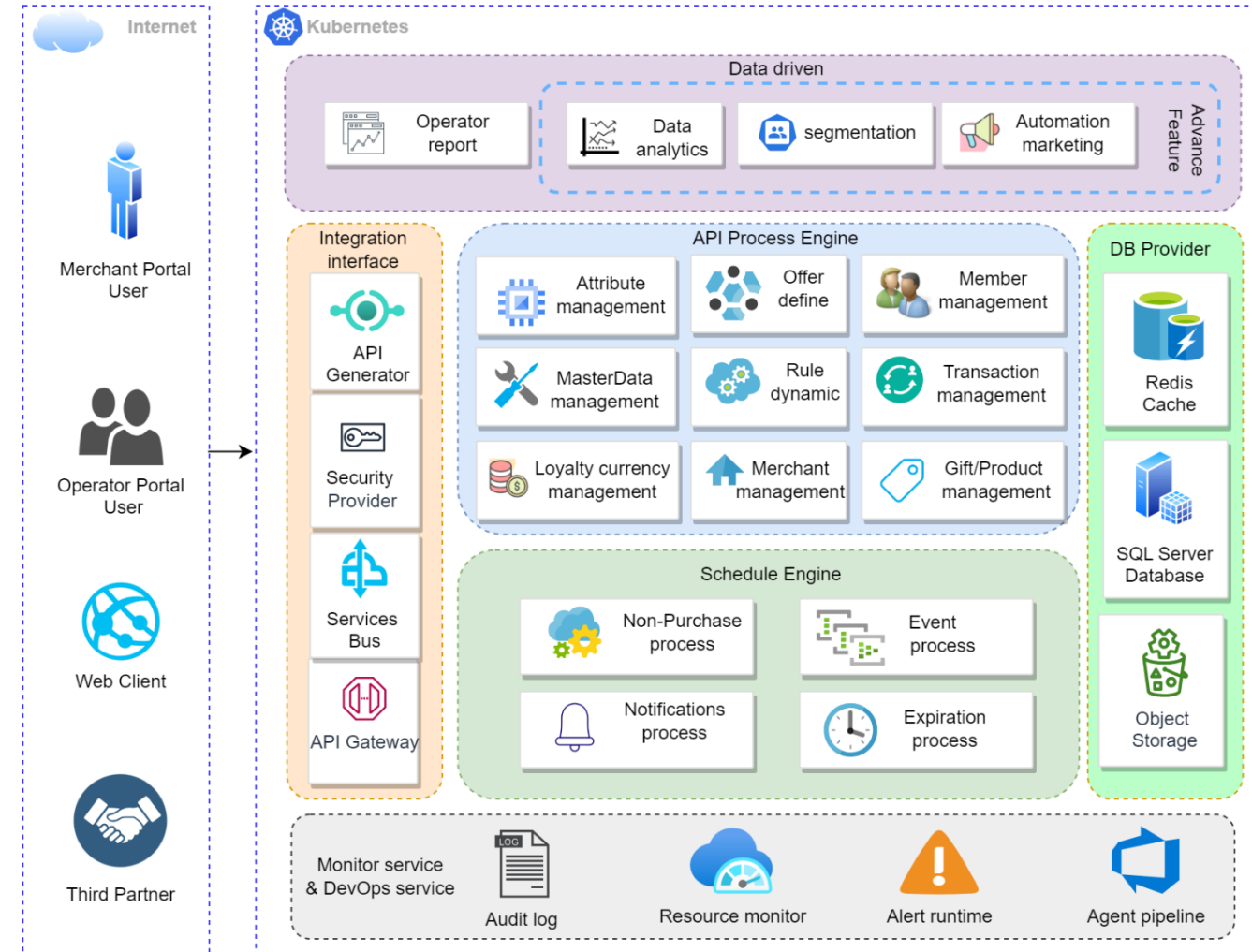
- ✓ Microservices based architecture.
- ✓ Event driven integration.
- ✓ A service work as a container and managed by K8S.
- ✓ Unlimited scale (horizontal scale).
- ✓ Flexible infrastructure (on-premise, AWS/Azure).
- ✓ Protected with Web Application Firewall (WAF), Single sign-on & token-based access.

Account / Security logs

Security logs

Start Time: End Time: Action:

TIME	ACTION	IP ADDRESS	BROWSER	APPLICATION	IDENTITY	CLIENT
8/9/2023 4:38 AM	LoginSucceeded	192.168.255.2	Mozilla/5.0 (Macintosh; Intel)		Identity	
8/8/2023 9:11 AM	LoginSucceeded	192.168.255.2	Mozilla/5.0 (Windows NT 10.		Identity	
8/8/2023 9:11 AM	LoginFailed	192.168.255.2	Mozilla/5.0 (Windows NT 10.		Identity	





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THANK YOU

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MA 2010-2011 (TYPICAL) // MA