



Cost-effective membership management system to enhance customer loyalty

a **PCCW** Group member

Membership Bonus Points System

PCCW Solutions' Membership Bonus Points System is a cost-effective cloud-based membership and bonus point solution, compatible with web and mobile platforms, that meets the needs of large and small retail chains across a variety of industries such as food and beverage, cosmetics, fashion, furniture, sports and electronics.

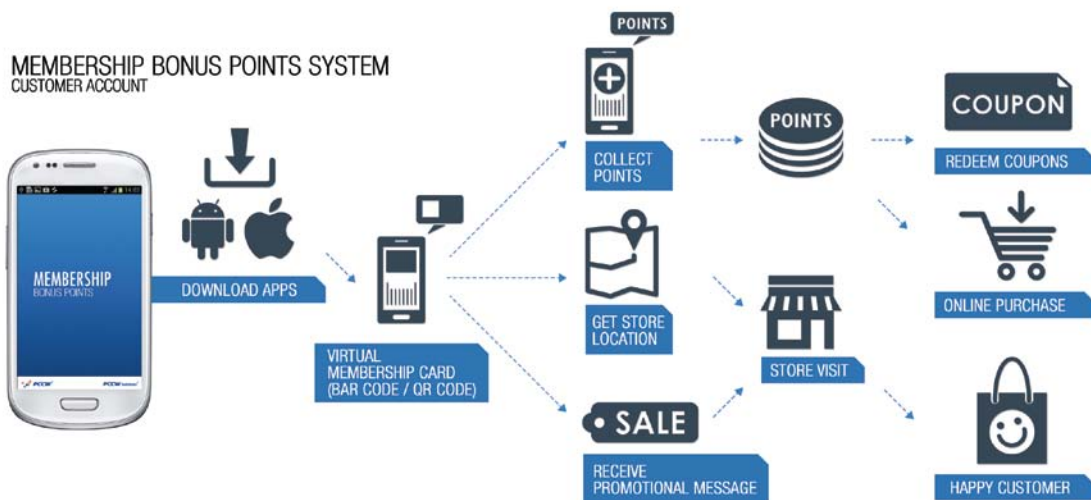
Large retail organizations managing multiple brands throughout several retail chains require a solid yet flexible platform that processes large-scale transaction quantities from hundreds or thousands stores across a number of countries and regions.

Multi-tier and cross-brand membership capabilities are essential when customers have a history of membership periods and when a customer holds several active brand memberships at the same time. The Membership Bonus Points System from PCCW Solutions enables a full life-time view of customer profiles with instant information covering history of membership periods, upgrades, downgrades and renewals.

Smaller retail chains can also benefit from the loyalty effects that were previously used by large retail chains with big budgets. PCCW Solutions provides a user-friendly and intuitive interface for retailers to manage their loyalty program settings and loyalty benefits without the need of consultants.

Features

- Location-based capability enables timely and relevant promotional messages delivered as scheduled to targeted customers via multi-channels including eDM, SMS and Push notification.
- Mobile app provides merchants a channel for their customers to easily register as members, or enables them to retrieve an existing virtual membership card.
- A web admin portal enables merchants to manage all information covering members, products, promotions and facilitates easy delivery of e-marketing messaging.
- Merchants can create an online store via a mobile app to include product catalog, wish-list, hot-items, shopping cart and online payment for members to bookmark, order, redeem and purchase.
- Reports for sales and marketing analysis are available to merchants from a web admin portal.



Benefits

For retailers

- Cost-effective way to run membership and loyalty programs:
 - Cloud-based solution to minimize upfront investment cost
 - Annual subscription scheme minimizes recurrent maintenance and upgrade costs
 - Professional 24/7 support for both hardware and software
 - Reduce cost of maintaining and managing physical membership cards by replacing with virtual versions
 - Easy integration with any POS system
- Facilitate customer engagement and retention:
 - Location-based capability enables timely and relevant promotional messages delivered to boost sales via multi-channels including eDM, SMS and Push notification
- Maximize business opportunities:
 - Facilitate accurate business decision-making based on analysis of purchasing behavior contained by sales and marketing reports
 - Capture sales via an existing website shop and an online shop set up as a mobile app with our solution

For end customers

- Receive timely and relevant promotional messages
- Manage multiple virtual membership cards with peace of mind
- Make purchasing easier by using online shops available via mobile apps

About PCCW Solutions

PCCW Solutions is a leading IT service company in Hong Kong and mainland China. We adopt the latest technology to help clients create business value and succeed in the ever-changing economic environment. We offer a wide range of services including software solutions, IT and business outsourcing services, cloud computing services, systems development and solutions integration, data center services, hosting and managed services, e-commerce and RFID solutions.

PCCW Solutions is committed to catering to customers' needs to help them achieve their business goals.

PCCW Solutions has more than 3,800 IT professionals in Hong Kong and mainland China. With our extensive experience in managing large-scale projects for various sectors and widely recognized business credentials, PCCW Solutions is a trusted partner to government, leading banking and financial institutions, telecommunications service providers, retail and consumer brands companies, and multinational corporations.



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