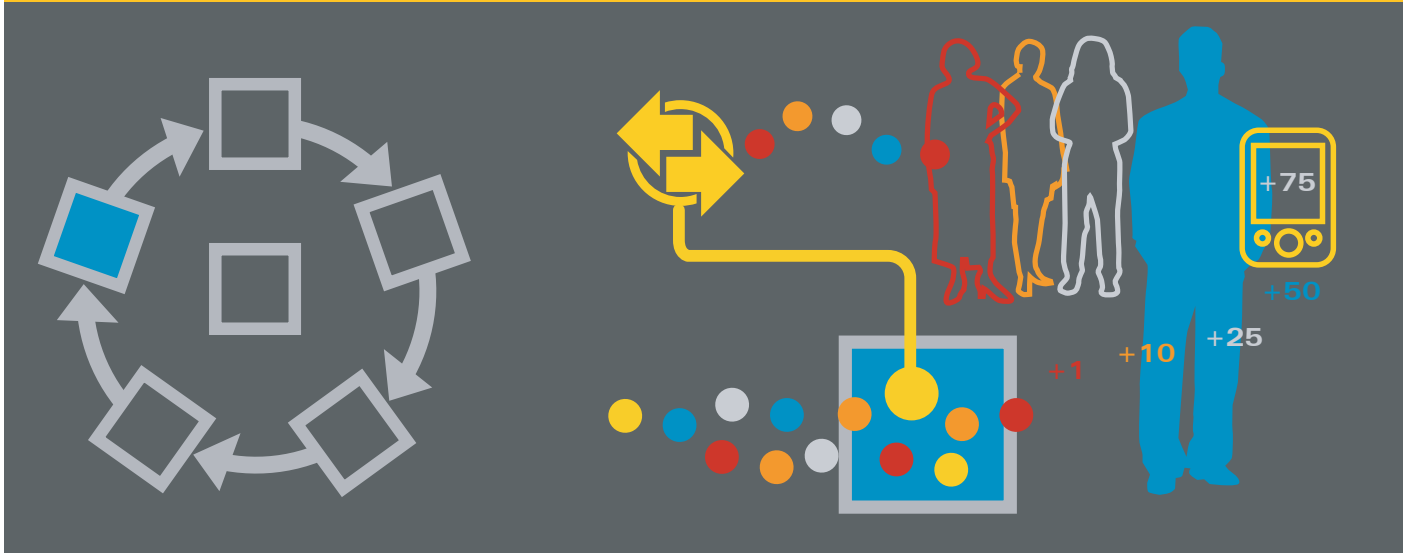


## Fully-automated points-based loyalty programmes



Business Logic Systems helps global mobile network operators reduce churn and increase the lifetime value of customers with fully-automated loyalty schemes.

Mobile operators often lack the ability to “micro-segment” customers, or to automate responses to loyalty programmes. Manual processing translates into increased costs and delays in meeting customer expectations. This reduces campaign success rates.

**InTelestage™ Loyalty Points Manager enables mobile operators to create relevant, personalised and fully-automated points-based loyalty programmes, tailored to the needs of multiple customer segments.**

### Reward and Retain

InTelestage™ Loyalty Points Manager enables mobile marketers to reward customers for a wide range of profitable behaviours, over an extended time period, to build long-term customer relationships and increase customer lifetime value.

### Customer-Centric Approach

- Customers can be given the option to choose from multiple reward options as they accumulate points.

### Targeted and Tailored

- Loyalty programmes can target particular sub-segments to reduce churn and increase customer lifetime value.
- An unlimited number of loyalty schemes to multiple customer groups can be defined and managed from the marketing desktop; schemes can be based on multiple parameters.

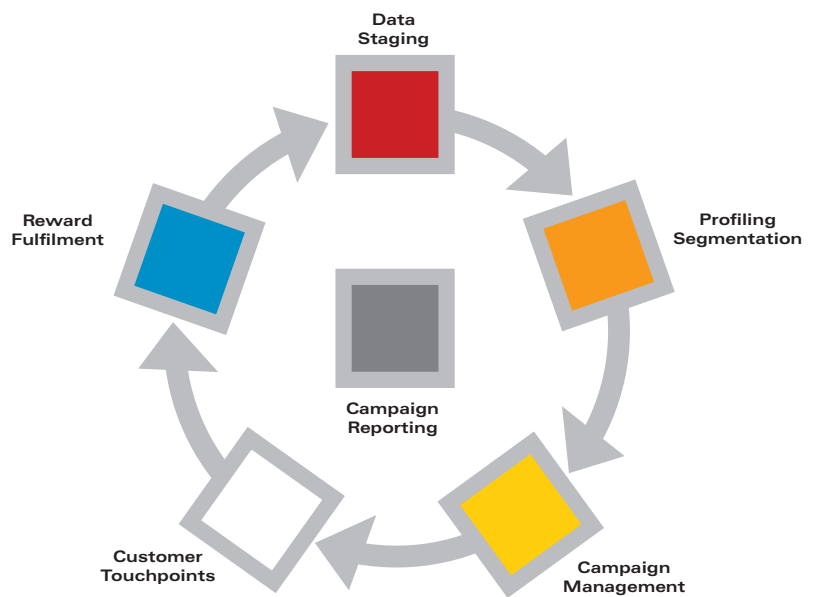
## Key Features:

- Fully automated points management allows marketers to reward and retain customers without manual intervention.
- Highly scalable hardware and software architectures. These are programmable using internal rapid development and component control tools including high level scripting languages.
- Based on the Microsoft.Net platform and is designed to work with SQL Server 2005 and Microsoft Windows 2003.
- Advanced security settings. Loyalty Points Manager is split into two desktops – designed to be used by the application administrator and the application user.
- Full integration with billing and other third party systems.

## About Loyalty Points Manager

Loyalty Points Manager is part of InTelestage™, the only customer lifecycle management software specifically designed for mobile operators. The InTelestage™ modules share a common software platform, based upon the latest Microsoft .net and service-oriented architecture (SOA). The open architecture enables easy integration with third party applications, helping mobile network operators create fully-automated marketing processes.

When integrated with other InTelestage™ modules, Loyalty Points Manager allows marketers to build end-to-end loyalty solutions, with highly-targeted reward-based campaigns aimed at micro-segments of the customer database.



### The Next Step

To find out more please contact our marketing team at [marketing@businesslogic.co.uk](mailto:marketing@businesslogic.co.uk)

To read more about InTelestage™ products and solutions or Business Logic Systems technology go to:

<http://www.businesslogicsystems.com>

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