

CASE STUDY



One of the foremost hospitality players from Dubai, the Jumeirah Group which owns iconic properties such as the seven star Burj Al Arab, and Emirates Towers has been using the Sequential Soft Loyalty Software Program for the last eight years.

Today the Jumeirah Group has expanded not only in the UAE and Middle East, but also to the USA and UK with unique hotel concepts and the same unmatched service levels

The program that runs on the Sequential Soft Loyalty Software at Jumeirah is called Sirius. Sirius is a Rewards and Recognition program. As a member of Sirius one can one Sirius Points for a certain number of dollars spent when you stay, dine or shop at any Jumeirah Hotel and resort across Dubai London and New York. Redemption of these points can be done through dining options, spa treatments and a host of other premium experiences. Sirius is designed to offer a comprehensive tier based membership, which are linked to exclusive packages of privileges and offers in recognition of customer loyalty. Loyalty on Sirius is not limited only to customers of Jumeirah but also extends to bookers and travel agents, where there is a special set of rewards offered to this special customer segment.

Over the years a numbers of enhancements to the original loyalty program have been introduced and with the flexibility offered by the back-end loyalty software provided by Sequential Soft, the loyalty program continues to be enhanced and provide unique and memorable experiences to the customers of the Jumeirah Group.



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Sequential Loyalty



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Introduction

In today's competitive business environment where there are new product launches and services threatening to take away your customers, what motivates your customers to stay loyal?

Sequential Loyalty is our comprehensive loyalty management software that facilitates companies planning to invest in a new loyalty management suite to overtake their competitors in the race for premium customers

Sequential Loyalty is a user-friendly set of applications with a wide range of features facilitating both standard and complex loyalty programs.

The application is flexible, easy to use and customizable to meet the specific requirements of each particular case. It's scalable architecture ensures that the development of a loyalty program keeps pace with the growth of a company's potential.

Fundamentals of Loyalty

Segmentation – Defining target groups for a loyalty program

Communication Plan – Creating a mechanism for managing customer related information (method, time and content)

Promotions and Rewards – Creating an effective strategy to reward loyal customers

Analysis – Assessing the effectiveness of promotions utilizing customer behavior analysis

Evaluation and Conclusion – Estimating and evaluating promotional activities to enhance the effectiveness of future promotions.



Benefits of Loyalty Program:

Creating & Maintaining Positive Relations: Constant communication with customers provides insight into their purchasing habits while creating a feeling of personalized care and attention that customers value.

Increased Sales: The frequency of customer initiated transactions increases

Increased customer retention: Existing customers remain loyal

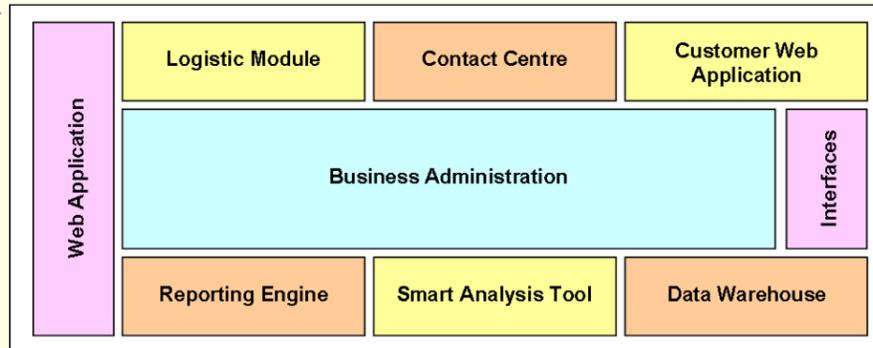
Increased Brand Value: Creating a system to promote a company's brand while simultaneously attracting new customers and retaining existing ones.



Architecture

ARCHITECTURE

Thanks to its architectural design, the system is well-suited to the execution of projects of any size and on any geographical scale. The system is physically divided into a central core and satellites that are situated in various business locations. Individual system elements can be freely configured either globally or locally. This results in various configuration settings within the entire system.



Business Administration

This module performs all system management functions on both the technical and business side. Its complete functionality is available through a user-friendly web interface that allows operations to be reduced to entering the appropriate parameters and selecting the required options.

Local Applications

Optional software embedded in locations where loyalty transactions are executed can be part of an external application or remain autonomous. Depending on the existing architecture, the local application can be installed either on a cashier system or on a payment card terminal. This software can act as a standalone application and operate independent of external systems. This is sufficient to satisfy all the requirements of a loyalty system.

Central Loyalty Server

The loyalty engine performs all loyalty operations (transactions performed at sites) and acts as a gateway for other applications. The implemented CRM functions allow for managing contact with program participants as well as tasks for technical support. The internet browser interface makes it possible to use this feature from any location with a WAN, VPN, leased lines.

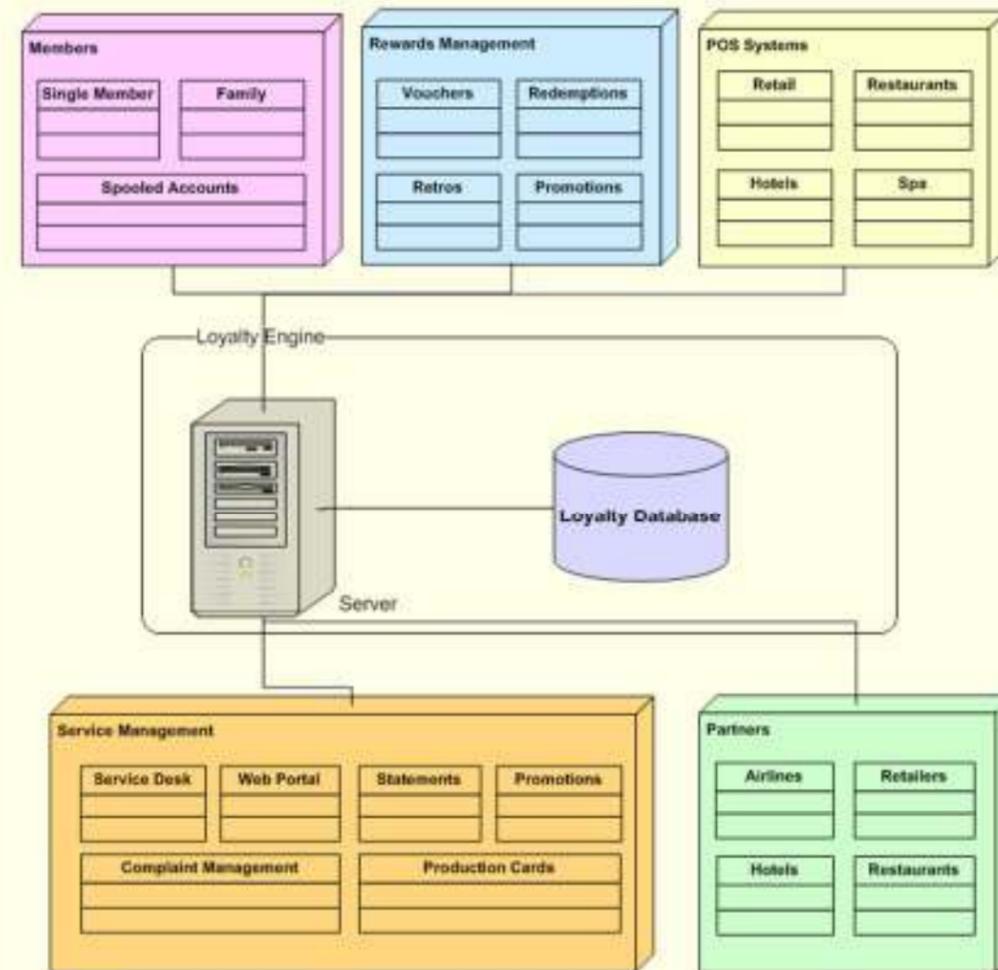
B2C Customer Portal

In order to make the loyalty program more attractive, participants are given access to a special web portal, allowing them to control transactions, order rewards and view promotions and reward catalogues. The portal provides many options related to the interaction between an operator and program participants.

The portal can be a part of the corporate website of the loyalty program operator or an entirely separate internet portal.



Schematic Representation of Loyalty Program



Key Benefits of Sequential Loyalty

Universal: Due to its modular structure and wide range of parameter options, Sequential Loyalty can be successfully implemented in both small and medium-sized companies as well as large corporations.

Open: The system's open architecture enables integration with many other external systems, which operate alongside the loyalty program

Flexible and sophisticated tool for managing promotions, rewards, participants and partners. Configurable system parameters provide loyalty program operators a wide range of possibilities

Secure: Security mechanisms ensure the safety of stored data (e.g. balances, customer data, invoices, etc) and data sent between a head office and various locations.

Sequential Loyalty is an invaluable tool for devising creative marketing activities.