LOD
LOYALTYONDEMAND

Benefits for Loyalty Customer

- Real time loyalty award and redempiton
- Attractive, rewarding
- Available on multiple environments (mobile, web)
- Easy to use, simple registration, Social media integration

Benefits for Loyalty Programmer

- Supports multiple loyalty schemes
  - → Traditional to collect and redeem points
  - → Rewards, discounts, vouchers
- Quick customer identification with Smartwatch or NFC
- Omnichannel Engine
- Includes analytics, customer segmentation and targeting for campaigns
- Supports rapid changes
- Scalability, flexibility, modularity

Benefits for Everybody

Customers are:

- recognised in the shop via proximity beacons
- targeted with a special welcome message immediately
- able to identify themself with a QR code displayed on smartwatch

This process is decreasing effort and time both from customer and from store manager perspective.

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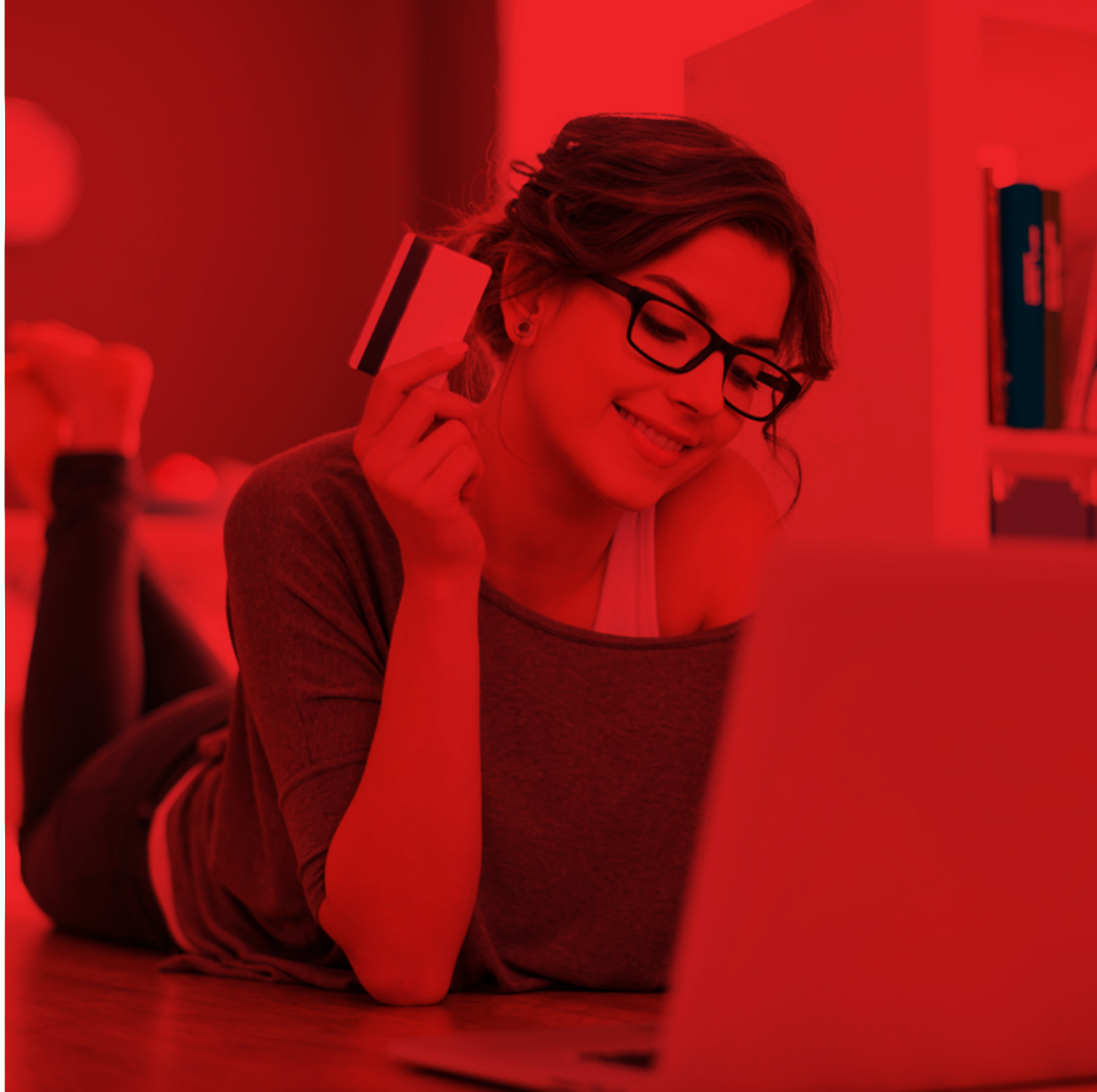
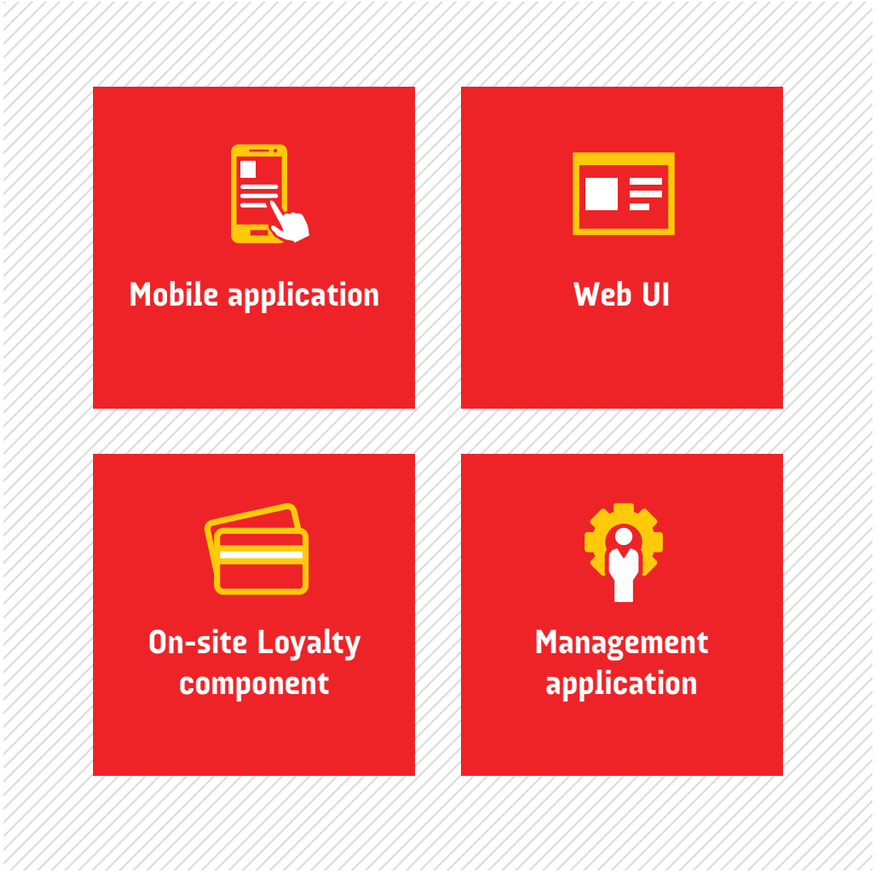
- Register or log in with your **e-mail adress** or **social media** account
- Having **card** based or **cardless** account — **virtual** loyalty
- Supports multiple type of scheme **point** based or **reward** based
- Customers **identified automatically,** authorized with **QR code** or **NFC** at sites
- Transactions captured **real time,** offers assigned, evaluated, awarded **real time**



Platform contains

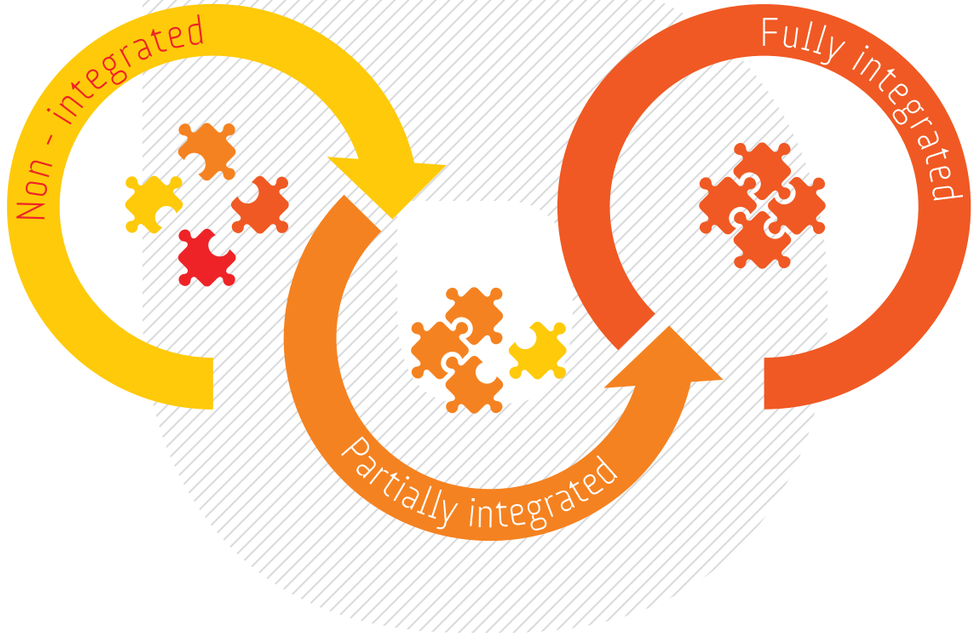
- **Mobile app** and **website** for customers
- **Customer service** and **management** webapp
- **Loyalty terminal** for retail sites



Radius Networks

amazon web services™

Flexible customization



1

Non - integrated solution

Loyalty on Demand works as a stand-alone system next to your payment setup with possibility to provide necessary data feed for back end systems for invoicing to 3rd parties or stock management in retail store.

2

Partially integrated solution

The payment system provides a QR code on its screen with products in basket to Loyalty on Demand terminal for read, so no need to have direct connection, however no manual entry is necessary for Loyalty on Demand terminal.

3

Fully integrated solution

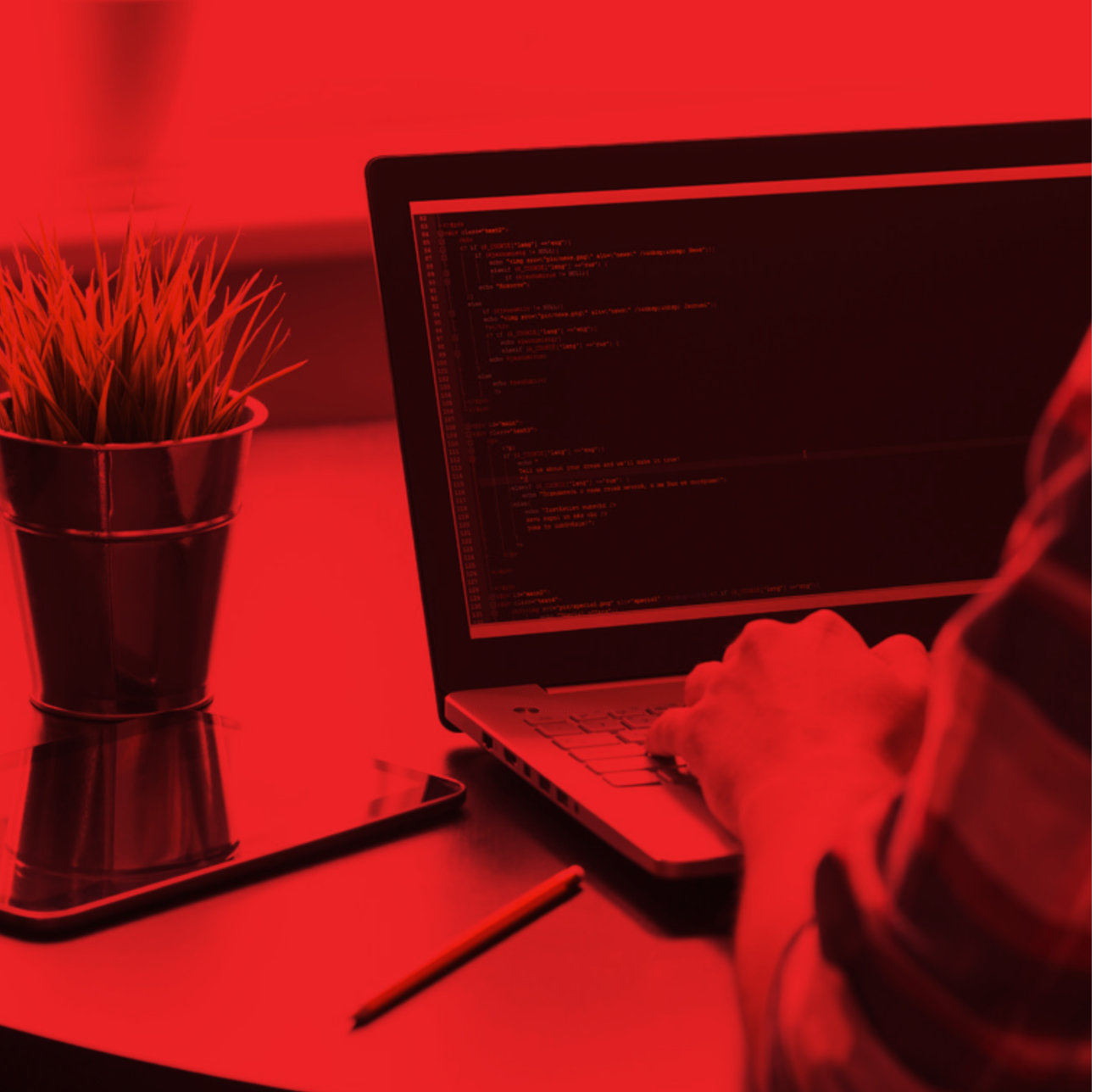
Payment terminal directly connected to Loyalty on Demand back end platform via secure APIs instead of using Loyalty on Demand Terminal for Customer authentication and transaction capture.

Integration

- Loyalty on Demand is using real time APIs to deliver data between systems and components, but could also work with offline batch interfaces.

- APIs could be exposed to non LoD systems as they are secure which allows smooth integration to any system like having direct connection from site system instead of using Loyalty terminals.

- Also, the integration could be solved by consuming external APIs to communicate with multiple systems and 3rd parties.

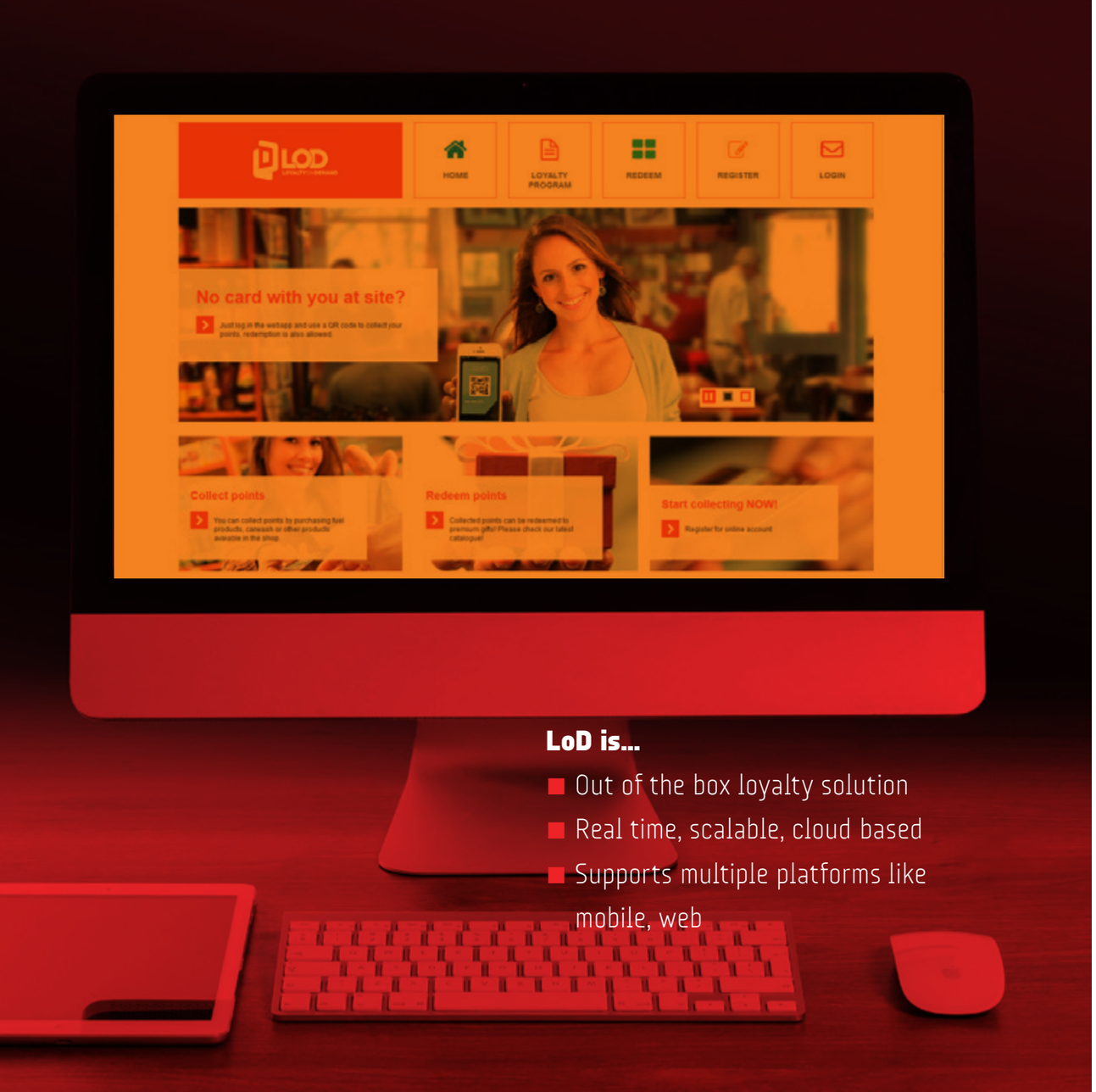


Scaling

- LoD central system is hosted in Amazon AWS, so it is possible to extend infrastructure both vertically and horizontally.

- In case of campaigns and other news delivery, the standard traffic could be multiplied. To support peak period, the infrastructure size could be increased for temporary period of time automatically.

- Also, as a loyalty scheme invites more and more new joiners, the underlying architecture needs to be increased, but on cloud architecture it can happen easily.



LoD is...

- Out of the box loyalty solution
- Real time, scalable, cloud based
- Supports multiple platforms like mobile, web

Why Loyalty on Demand?

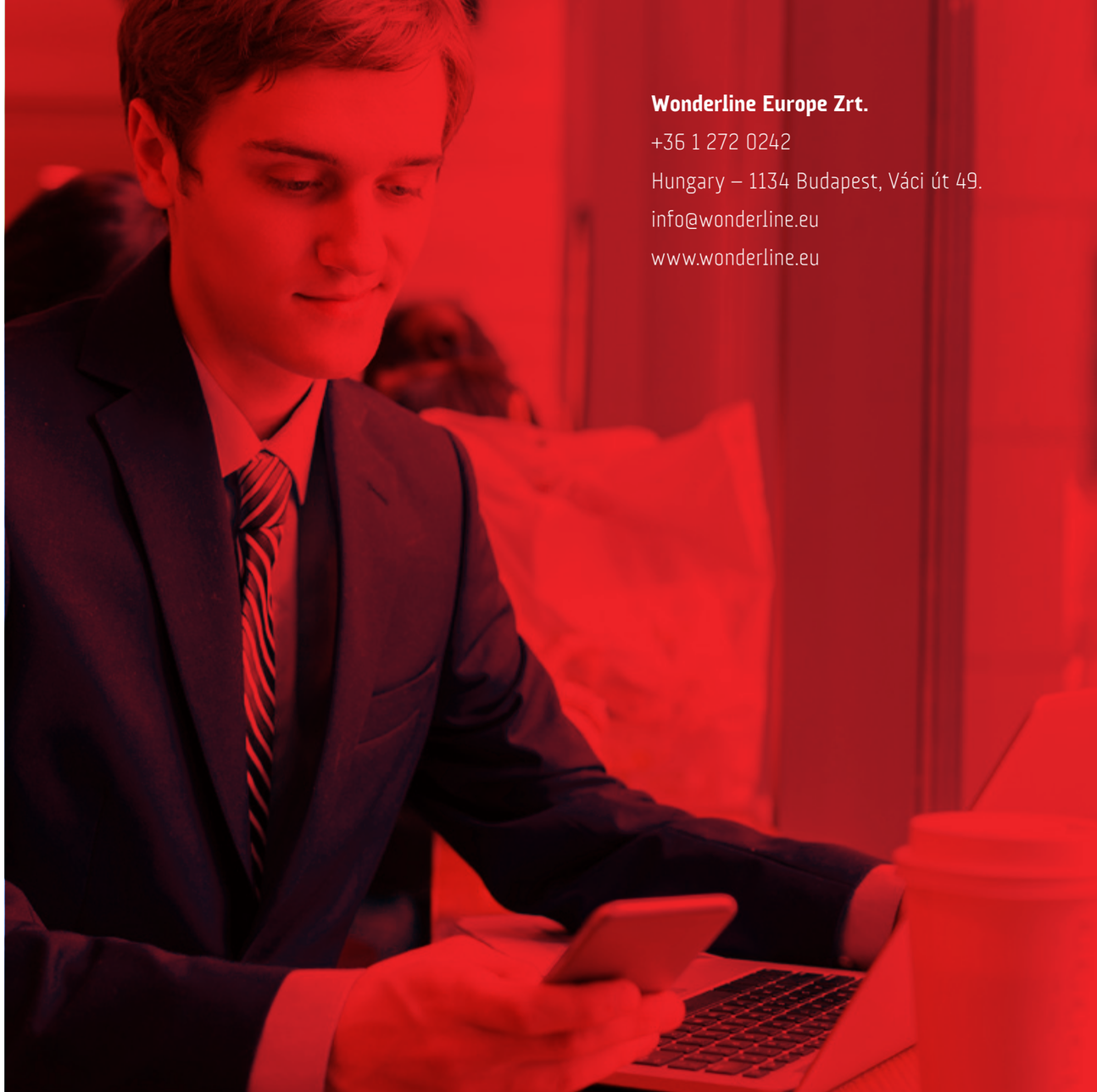
- Flexible
- Modular
- Secure
- SaaS
- Continuous functional improvements
- 24/7 operation

Why work with Wonderline?

- 15 years loyalty experience
- Up to date knowledge on loyalty
- Have all the mandatory compliancy process in place to manage customer data

Please watch the demo video at:

Loyaltyondemand.eu



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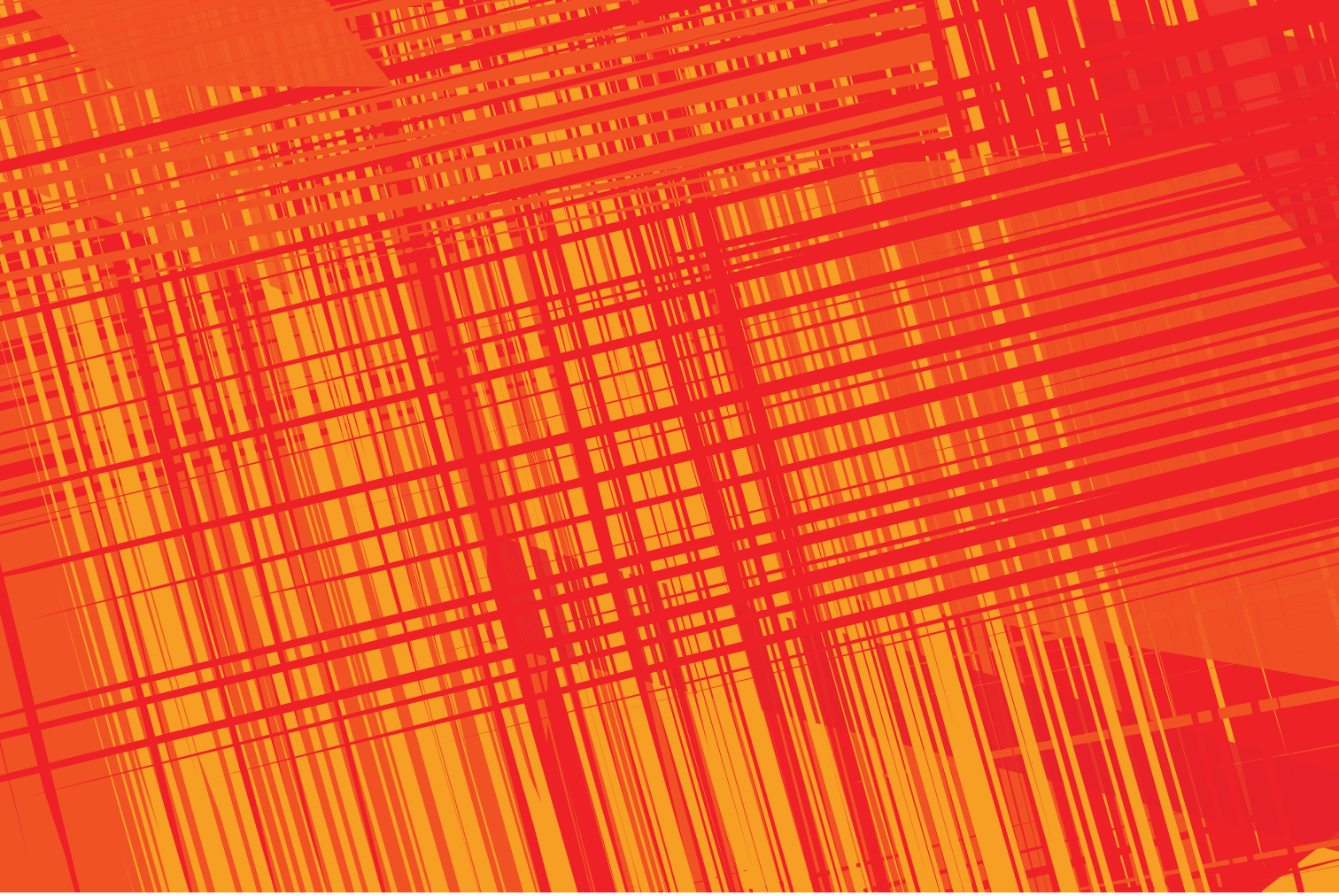

LOYALTY ON DEMAND