

XPRESS BONUS COLLECTOR: CUSTOMER LOYALTY WITH MOBILE PHONES FOR SAP-CRM LOYALTY MANAGEMENT

The Xpress Bonus Collector extends the scope of SAP-CRM Loyalty Management to include mobile phone scenarios. Customers of retail companies can earn bonus points via mobile phones and credit them to their customer account. This allows your company to specifically guide customers to locations offering greater marketing potential.

THE CHALLENGE

Smartphones are enjoying increasing popularity. In recent years their share of the mobile phone market in Germany has grown to more than 23 percent (as of the end of 2010). It thus makes sense for retailers to integrate these mobile devices into their customer loyalty programs.



THE SOLUTION

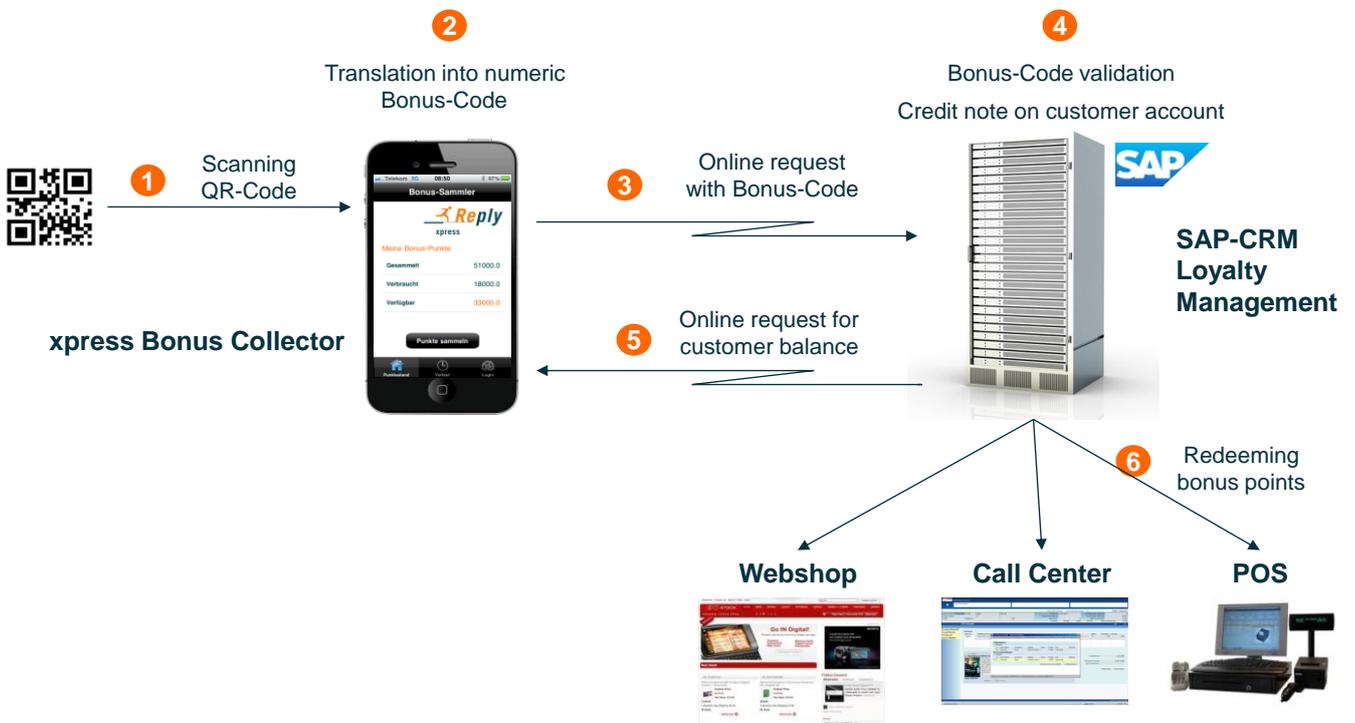
With the Xpress Bonus Collector we offer a solution for the Apple iPhone which is completely integrated within SAP-CRM Loyalty Management. As a retail business you can place QR codes (two-dimensional Quick Response bar codes) wherever you want to establish interaction with customers, such as on

products, coupons, flyers, but also on stationary advertising media such as displays, wall posters and shelves. Customers with mobile phones can scan the QR codes on the spot. Customer accounts are then credited online with bonus points and customers can then claim rewards within a customer loyalty program.

YOUR BENEFITS

By using QR codes displayed in eye-catching locations you can attract customers, for example drawing them into your retail outlet. The technical integration of the iPhone application and SAP-CRM mean that you have no additional work in processing vouchers or coupons. Your customers also no longer need to process coupon or voucher codes, such as on your web shop. As a result, you achieve a higher conversion rate.

The immediate on-the-spot registration of the QR codes via the mobile phone and the use of site-specific QR codes gives you even more opportunities to evaluate data than has been possible up until now. You have access to time and location profiles for use in checking the success of advertising.



As an industry specialist for retail and end-customer business, Xpress Reply offers IT solutions to support customer-oriented processes. Xpress Reply uses standard software from leading manufacturers as well as its own solutions to meet the special requirements in the B2C field. Our customers profit from innovative and reliable solutions, the sound industry knowledge of our Consultants and the partnership-like cooperation with us. The inclusion in the network of the European-wide IT service provider Reply gives Xpress Reply additional access to the knowledge of over 3,000 IT experts. In 2010, Reply had a turnover of over 384 million euros in the main offices in Italy, Germany and the United Kingdom.