

Total Relationship Loyalty
Our end-to-end offering



Program Design



Implementation



Management

Fostering customer experience, and loyalty is at the core of Looya's vision. More important than customer acquisition, today, is the ability to retain existing ones. With growing diversification in the marketplace, clients have become very selective in their preferences.

At the heart of customer satisfaction is a company's ability to leverage technology to track customer preferences, behaviors and ultimate choices, in order to tailor their products and services to their specific needs.

We provide end-to-end loyalty program services (Design, Implementation and Management) fueled by our deep industry expertise, and robust platform.

END TO END LOYALTY SERVICES

Program
Design

Program
Implementation

Program
Management



Vision & Strategy



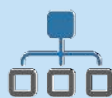
Mechanics



Business Case



Partnerships



Organization



Processes



Information



Technology



Health Check



Outsourcing

Our program design approach is based on six steps, each ending with a clear set of deliverables.

Analysis & Benchmarking

- Assessment of existing rewards program
- Research and best practice
- Gap analysis

Vision & Strategy

- Program proposition
- Business model options
- Development roadmap

Program Design

- Loyalty concept definition
- Program mechanics (enrollment, earning, redemption, etc.)
- Customer journey (channels and communication)

Partnership Management

- Partnership strategy
- Partner prospecting
- Partner contracting, and relationship management

Communication & Branding

- Program branding (name, logo, slogan)
- Website, and mobile app design and development
- Social media channels design and development

Business Case

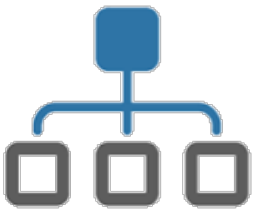
- Benefit / cost analysis
- ROI analysis, and liabilities management

We offer to manage the implementation of the program by setting up a PMO structure that ensures execution of the program blueprint within timelines and budget requirements. The PMO will close the gap between the plan and execution, aligning actions with objectives and ensuring timely launch of the program.

During the implementation phase we define the operational requirements for loyalty program sales and service channels and required processes to manage the program. Organizational requirements will be also defined including the recommended structure, roles, and success KPIs

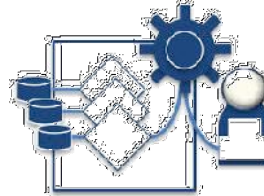
Program Implementation

ORGANIZATION



Governance setup ensures the organization's readiness to the new program by defining the required roles and responsibilities

PROCESSES



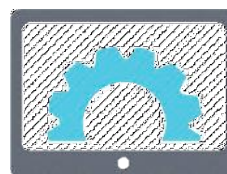
Identify, and design the internal and customer centric business processes governing the management of the loyalty program

INFORMATION



Identify key performance indicators and reporting metrics required to evaluate, manage and improve the loyalty program

TECHNOLOGY



Manage system integration and conduct user acceptance testing to guarantee a best in class customer experience

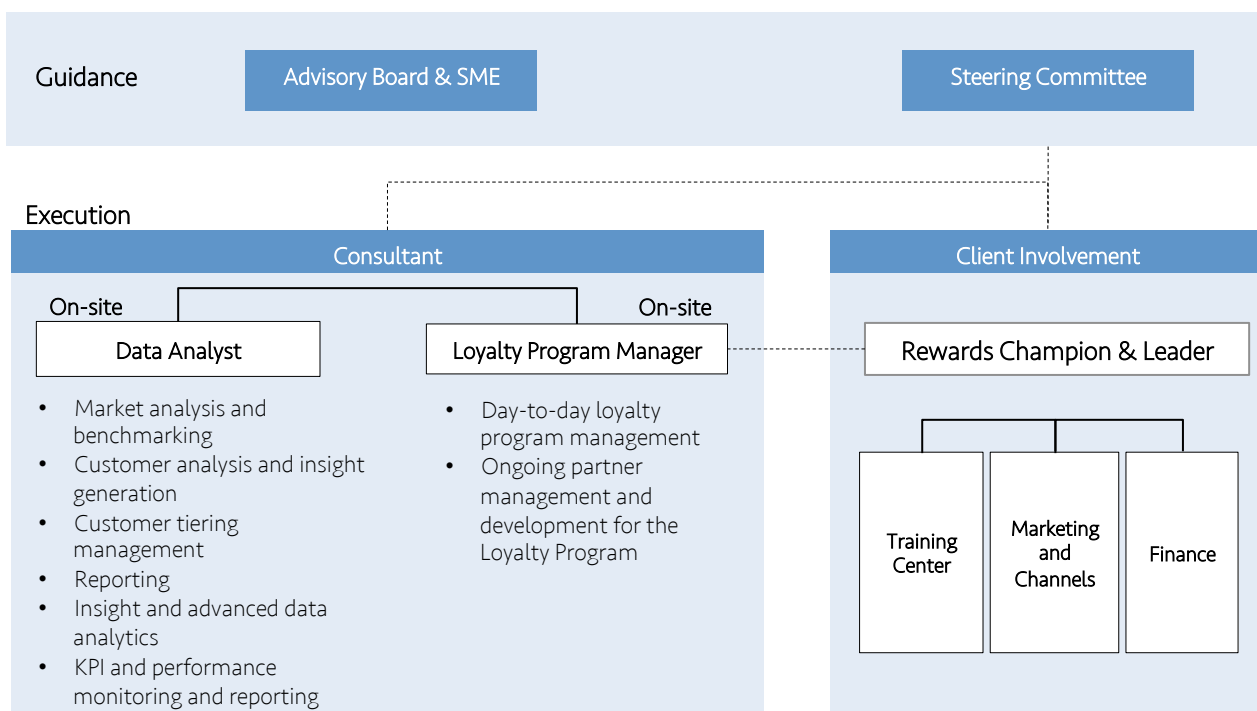
Program Health Check

Looya's Loyalty Health Check is a methodical approach to quantifying and benchmarking effectiveness, and measuring the value and process performance for both customer and company. The Loyalty Health Check first analyses the current program, and develops a strategy aimed at delivering the goal of the future loyalty program. With a strategy in place, Loyalty Health Check measures performance against a variety of attributes to ensure the program is competitive, aligned with your strategy, and delivering with impact.

Program Management Outsourcing

At Looya we manage world-class global coalition and client programs. In consultation with you, our team will establish value, and deliver service performance to ensure client satisfaction. Our goal is to minimize cost, and provide customers with the most relevant level of support 24-7.

We tailor our proprietary operational model to meet your needs. Options include off-shoring, and in-house resources. To provide you with a cost-efficient and smooth service delivery we automate upgrades and configurations.





Robust

The Looya LMS is the result of 14 years of iterations, and of experience building enterprise grade software using a robust, and proven technology stack.

Future Proof

A modular design ensures the Looya LMS, is as scalable as it gets, even post launch.

Test Safe

The Looya LMS comes with a complementary staging license, where the marketing, and IT teams can test new setups before pushing it into production. While in production, the marketing team can also take advantage of the rule simulation module, to make sure a newly designed rule yields the desired results.

High Throughput

A stack of well selected technologies makes the Looya transaction processing core, one on steroids. This makes on-the-spot transaction authentication possible.

Simple Yet Flexible

The rule design module allows marketers to create, and launch new campaigns in minutes, without requiring IT support.

Secure

Client, and card sensitive data are encrypted in the database. Card numbers are masked before being sent to the UI. All sensitive records, in tables such as logs, permissions, and access rights are signed to guarantee data security.

Connected

The connectors layer makes integrating the Looya LMS with legacy, third party systems, and social media as painless as it can get with multiple pre-built connector types such as: sFTP, HTTP, File, Database, IBM MQ, RabbitMQ, Facebook, Twitter, and SMTP.

Social

It is not enough to be a good listener, a successful loyalty program has to communicate back. In addition to tapping into social media, and consuming events into campaign rules, the Looya LMS can also push messages back to customers via twitter, Facebook, SMS, or email.

Dashboard

Insight is provided by a crystal clear customizable dashboard that is accessible anytime. Programs, and campaigns also come with their own dashboard for a more focused insight.

Mobile

The Looya LMS mobile extension offers customers an access to check their loyalty account, transaction history, e-coupons, and redemption store, directly from their preferred mobile device.

Enterprise Grade

The Looya LMS comes geared for the enterprise, with readily available MS AD integration, a comprehensive role based permissions module, with verification processes, time-stamped and signed audit trail, and syslog for a seamless integration with the enterprise existing SIEM.

Insights & Analytics

In order to efficiently, and accurately identify customer clusters, and help predict defection, the Looya LMS boasts an RFM calculator module, that can handle multiple scoring schemes. Which means that in addition to a general RFM score, customers can be scored according to other dimensions such as demographics, value segments, behavioral attributes and purchase preferences (tech-savvy, miles-junky, athletes, fashionistas, entertainment etc.)



Multi-X

Multi-networks:

A great feature of Looya's LMS, is the ability to manage completely separate loyalty networks. So a financial institution, or Mall could provide loyalty program infrastructure as a value added service to their corporate clients, or tenants.

Multi-programs:

Under each loyalty network, Looya's LMS allows for creating multiple programs. Programs are meant to address advanced segmentation needs. For instance, one can imagine setting up a program for youth, another for adults, and a third program for frequent travellers.

Multi-tiers:

Each program can have its own configured tier levels, with upgrade, and downgrade threshold settings.

Multi-campaigns:

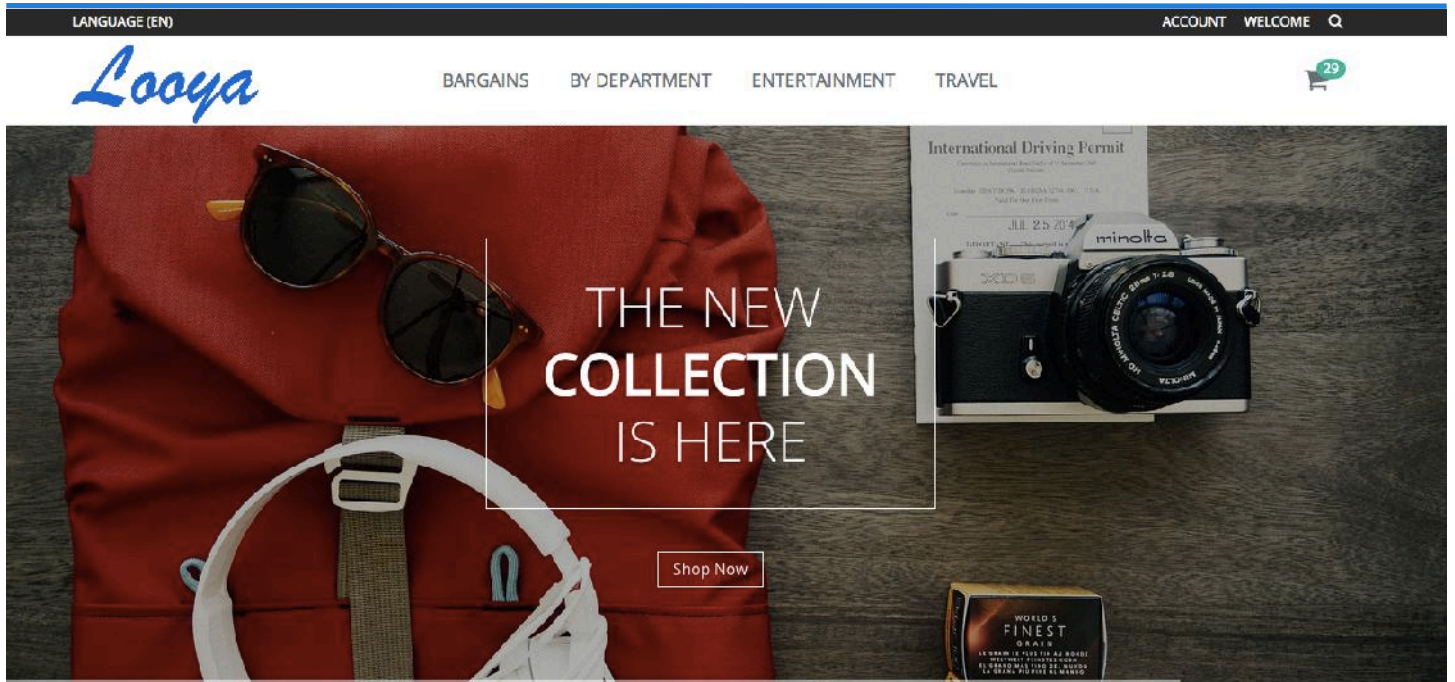
Campaigns are hosted by programs, and are where all the magic happens. Loyalty managers can create as many campaigns as needed. Campaigns can be long running, or constrained between two dates.

Multi-purse:

It is possible to configure multiple point types per loyalty program. Those point types can be configured using the campaign rules module, and may have different accumulation, and redemption rates.

Multi-currency:

Looya's LMS synchronizes exchange rates with the host's system, allowing the transaction processing core to automatically append the base currency equivalent amount to all transactions, thus points can then be awarded based on, either the base, or original currencies.



Overview

Looya Online Store is a secure, fully responsive and modular online shopping platform built on web2.0 technology. The Store boasts over 1,000 products across key categories. Looya Online Store offers the convenience and choice of shopping from the comfort of ones home. The store is highly customizable, the look and feel, as well as the reward catalog and pricing can be tailored to match the customer's identity.

Turnkey logistics:

Looya takes care of setting up all the logistics involved with gifts delivery, and returns. Periodic activity reports are sent to the host company.

Products catalogue:

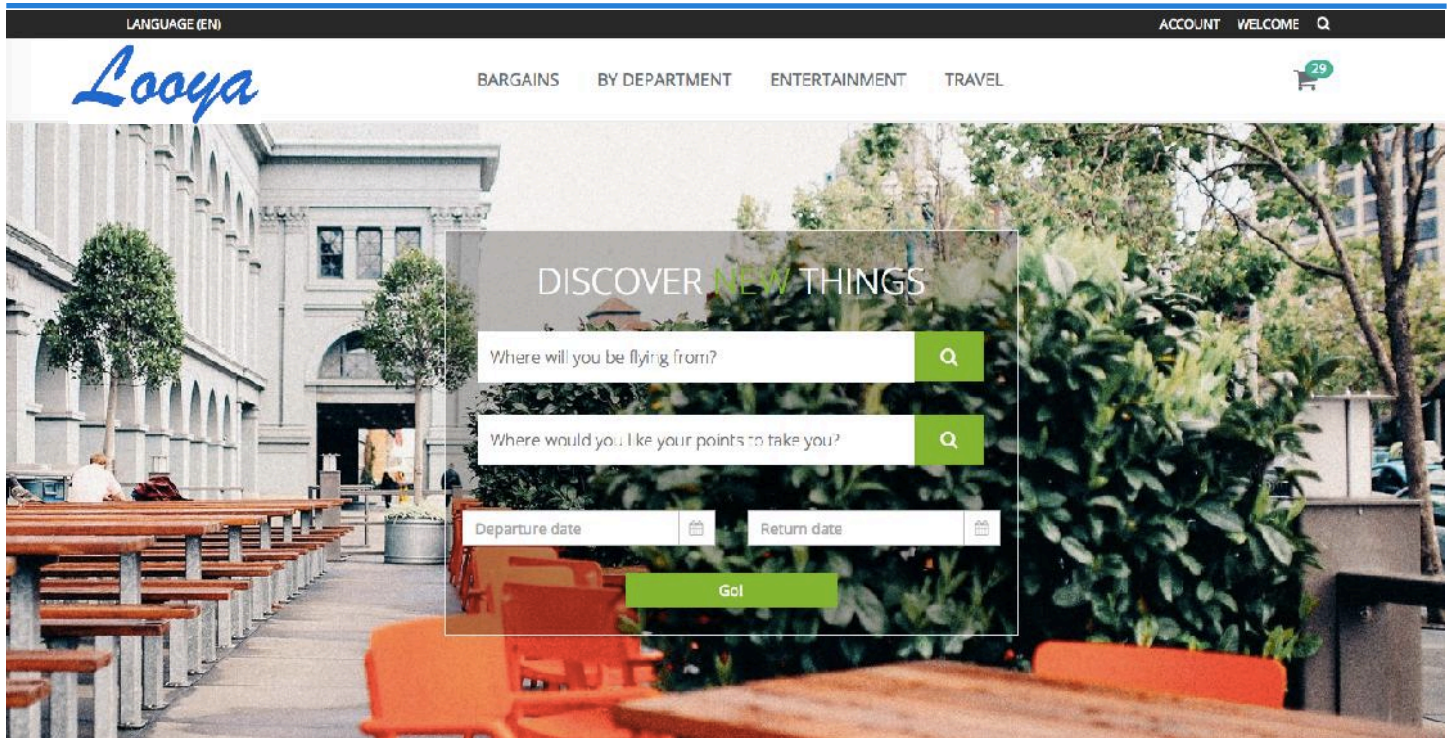
The Looya product catalogue is carefully tailored to every market, and client segments. We work with both local, and international supplier to offer relevant, and attainable gifts that appeal to the targeted client segments.

Personalized recommendations:

Every client will get personalized recommendations based on her profile, purchase history, and store browsing pattern.

Cash & points:

Upon checkout, member are given the option to pay for their cart, either in points, cash, or a mix of the two using an intuitive point/currency slider.



Overview

Looya Travel Store is a secure, fully responsive and modular online travel platform built on a web2.0 stack. While designing the user experience, we focused on reducing friction as much as possible. The resulting product is extremely user friendly, coupled with a rich UI.

Direct from the source:

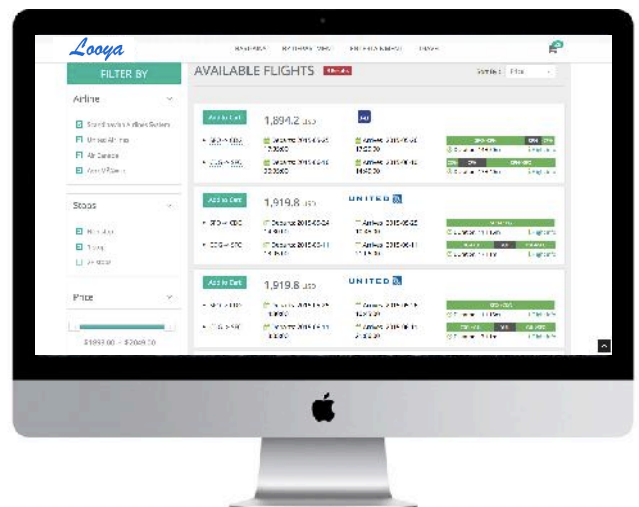
Looya gets all its travel content direct from the GDSs, insuring the best prices.

Fully paid ticket:

Whether customers pay with points, cash, or a mix of both, their tickets are issued as fully paid. As such they enjoy the same boarding rights as any other passenger.

Cash & points:

Upon checkout, member are given the option to pay for their cart, either in points, cash, or a mix of the two using an intuitive point/currency slider.





For more information, please visit www.protegris.com
or email us directly at info@protegris.com

MENA

■ Dubai

17, The iridium bldg
Al Barsha
P.O.Box 391186
Dubai, UAE

■ Beirut

2nd floor, Berytech bldg,
Damascus road
Beirut, Lebanon

■ Riyadh

Khurais Road, Khurais
Commercial Center
Second Floor
P.O.Box 66403
Arriyadh
11576 Saudi Arabia

Europe

■ London

20-22 Wenlock Road
London
N1 7GU
England

Africa

■ Accra

P.O.Box AT 1366,hse
No. ANT/ABI Achimota
Achimota ABC Junction
Achimota
Greater Accra