Entelect Loyalty and Rewards

Is your business implementing a loyalty program?

Need partner products and services integrated into one portal?

Need a single view of a customer's participation?

Want to engage your members through multiple channels?

What is Loyalty/Rewards?

Loyalty and rewards programmes traditionally are meant to manage customer behaviour by prompting loyalty through offering rewards. Entelect has extended this definition to include additional organisation stakeholders such as customers, employees, intermediaries, agents and suppliers.

The goal of a loyalty programme is mainly to increase revenue or contain costs as with any corporate strategy or programme. To achieve this, loyalty can be used in the following ways:

- To gain insight into behaviour
- To drive behaviour
- To increase engagement
- To promote retention
- To drive cross product marketing.

Successful Loyalty Programmes

Through experience, Entelect Software has devised a list of guiding principles to ensure programme success. These principles, though straight forward and practical, make a difference to the effectiveness of the programme.

- Have a clear message
- Be clear of objectives
- Keep it simple
- Offer real value
- Be flexible
- Continually upgrade
- Be Effective in engagement
- Never disincentive .
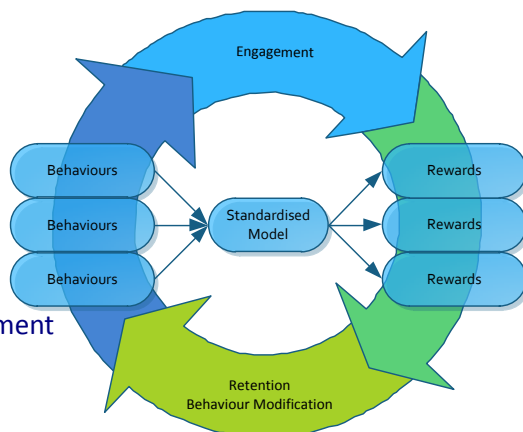
Who is Entelect Software?

Entelect Software, a division of Entelect, focuses on software consulting and development services. We differentiate ourselves by our approach to solving business problems, the quality of our software engineers, our experience and our intellectual property. We pay particular attention to understanding our clients' requirements and making these a reality, whether it is designing and building a new system, speeding up delivery of corporate IT projects or enhancing existing business applications. We know how to architect and build systems that are robust and easily maintainable.
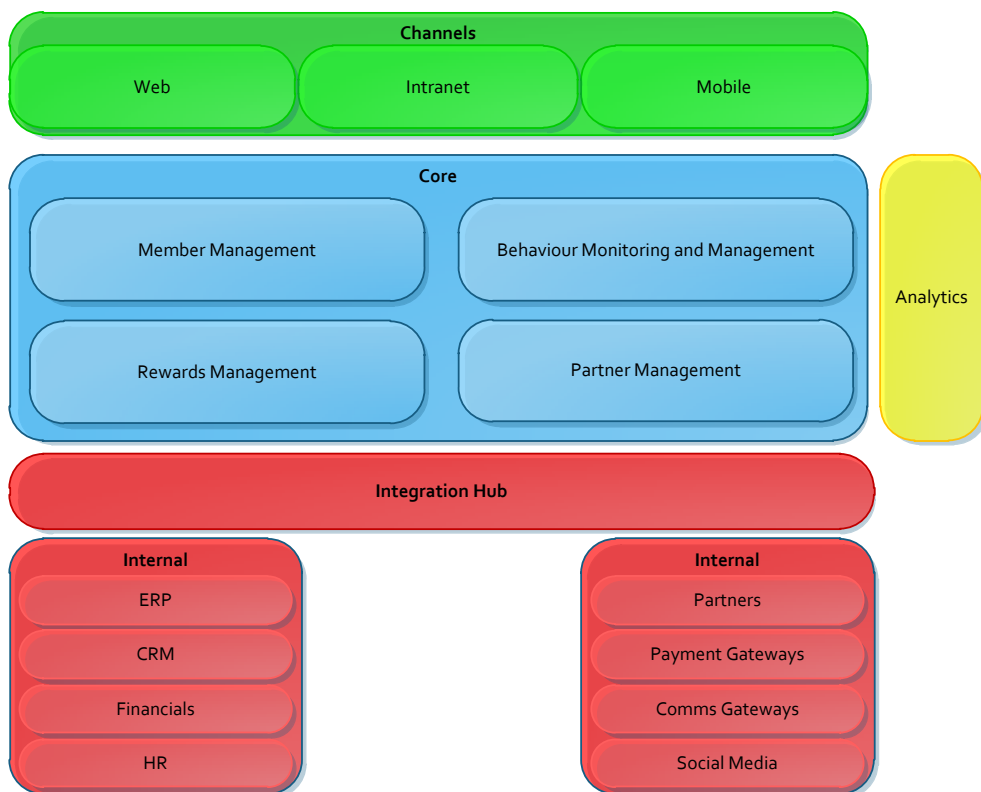
Entelect Software has built hundreds of enterprise systems across all major industry sectors, including financial services, healthcare, engineering, information technology, telecommunications, resources, retail, broadcasting, sports and entertainment. We have a wealth of experience in the technical design and development of loyalty programmes; having assisted in the design, development and rollout of a number of leading loyalty programmes including Liberty burnjOules, Momentum Multiply and Discovery Vitality.

We view our relationships with our clients as long-term partnerships and our track record is testimony to how we have significantly impacted the profitability of our clients, in some instances, taking total ownership of IT departments and turning them around in record time.

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The Entelect Loyalty Model

The Entelect Loyalty model is a set of building blocks that together provide all the structures, processes, business rules and data models to support a fully scalable and flexible loyalty programme with high ROI. The model can be applied across industries and target audiences but ensures that the loyalty programme is well managed and grows in a flexible manner.

Channels

| Web | Intranet | Mobile |

Core

| Member Management | Behaviour Monitoring and Management |
| Rewards Management | Partner Management |

Analytics

Integration Hub

Internal
- ERP
- CRM
- Financials
- HR

Internal
- Partners
- Payment Gateways
- Comms Gateways
- Social Media

Components include:

- Member Management with advanced engagement and management tools.
- Behaviour Management with standardised models and advanced rules engines to ensure flexibility and scalability over the long term.
- Rewards Management with tools to manage multiple redemption avenues as well as complex transactions.
- Partner Management to ensure partners are providing the required level of service and that aspects of the relationship are being maintained.
- Multiple member channels as well as a service orientated approach to ensure that members and other programme participants can engage from wherever and through whatever means they choose.
- Advanced Programme Analytics to refine the programme and ensure that value is being provided not only to the members but also to the organisation.
- Integration hub with major vendor and social media connectors to ensure that integration with other systems is streamlined.

Client Reference Discovery Vitality

Dear Charles

We would like to thank you and Entelect for the exceptional and professional software development work done on the Vitality Interactive Project.

It was a significant project for us and our members, and your team worked tirelessly to ensure that the project was delivered on the strict deadlines that were set.

Thank you again to the Entelect Software team for the dedication, commitment and passion they displayed towards our business.

Yours Sincerely

Allan Pollard
    CEO Discovery Vitality
Leopold Malan
    CIO Discovery Health

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Loyalty Programme Case Studies

Liberty burnjOules

Entelect Software took ownership of the delivery of Liberty Life's loyalty program, burnjOules. The program is a dynamic rewards offering that enables members, through healthy activity, to gain benefits through a select partner network. At a high level, the following requirements were catered for:

- A loyalty management system where clients, through activities, can earn rewards and redeem these awards at selected partners.
- A web based portal where clients can manage their activities and rewards.
- Integration with selected partners for redemption of points.
- The calculation of points using a parameterised rules engine.
- Discount, cash and voucher based rewards through a loyalty card.
- A portal for partners to manage their operations and engagements.
- A portal for brokers to manage their set of clients and handle requests.
- Full administration functionality including access for helpdesk staff.
- Mobile applications for clients to participate in activities and use points.
- An aggregated online store where members can spend points on partner goods.

Discovery Vitality

Entelect Software has been supplying Discovery Vitality with a focused team of team leads, developers and analysts to assist with the rewrite of the Vitality Portal and its on-going enhancement since early 2009. The team was involved in the initial business analysis and specification generation as well as the actual development of portal components in the Java EE/Spring technology stack using a flexible and agile software development approach. Entelect has also developed the online loyalty portal for Vitality Drive, Discovery's new short-term insurance loyalty programme.

The Discovery Vitality portal provides the following loyalty-services for members:
- Real-time partner integration with over 30 local and international partners
- Online risk assessment through highly interactive web-based assessments, including feedback and points allocation.
- Monitoring loyalty points and redeeming rewards online
- Interactive and graphical dashboards giving the user instant access to their most important data.
- A document and content system allowing pain-free content updates outside of go-live cycles
- Highly interactive and rich web components based on light-weight technology (JQuery/HTML) which perform well under local bandwidth restrictions
- Seamless & high-performing integration with internal components for managing member's profiles
- Secure interactions with a suite of reusable, generic components deployed internationally.
- An administration portal

Momentum Multiply

Entelect Software is currently supplying a full team to assist Momentum Multiply with the technical delivery of their web portal. The team has taken ownership of the project, managing the full Software Development Life Cycle whilst providing technical guidance. Our involvement includes:
- Technical specifications for seamless integration with existing loyalty points engine, external partners and other internal components for managing members profiles.
- Integration to a web content management system to enable marketing and business users to update content on the fly without the need for IT involvement.
- Highly interactive, rich web components and graphical dashboards which conform to international accessibility and usability standards.

Contact Us

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