

Retail CIO Outlook

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TOP 10 Retail CRM Solution Providers 2017

Smart retailing is all about robust Customer Relationship Management (CRM). It determines continuous store visits, brand loyalty, and ultimately sales conversions. In today's digitized era, retailers are adopting CRM strategies along with enabling technologies, such as cloud, social media, and mobility, in order to engage consumers and build stronger customer relationships.

With the prevalence of mobility and social media, shoppers are demanding a personalized and seamless shopping experience. This calls for innovative technology intervention that helps retailers to gather real-time customer data, including their shopping behavior, preferences, and brands. Simultaneously, integrating machine learning technologies within retail CRM systems helps transforming customer data into insights to enable better decision making, reach a new customer level, and offer a personalized customer service through interactions and recommendations.

However, CRM is more than a software application. It is now taking a strategic approach, aimed at growing mutually rewarding and profitable customer relationships. Technology can only assist this transformation. Therefore, building a strong CRM strategy needs process knowledge, technology expertise, and process automation. And retailers are on a constant lookout to bring it all together under a single integrated CRM software.

To help retailers identify CRM solutions that can truly increase consumer engagement, market share and business performance, Retail CIO Outlook is featuring the Top 10 Retail CRM Solution Providers 2017. The companies featured here showcase in-depth expertise in delivering innovative CRM solutions that boost operational efficiency for retailers. The listing provides a look into how these solutions work in real world, so that you can gain a comprehensive understanding of the technologies available, which are right for you, and how they shape up against competition.

We present to you "Top 10 Retail CRM Solution Providers-2017".



Company:
Loyalty Prime

Description:
Loyalty Prime is a leading customer loyalty management platform provider focused on enabling programs for increased customer engagement and profitability

Key Person:
Christoph Straub
Co-founder & MD
Kunal Mohiuddin
Co-founder & MD

Website:
loyaltyprime.com

Loyalty Prime

Pioneering Cloud-based Loyalty Program Management

According to Forrester Research in 2016, customer loyalty is the number one marketing priority for 80 percent of decision-makers at large organizations. However, in today's competitive environment, many businesses are facing difficulty in finding a loyalty solution that will actually deliver the required ROI. Such a solution must offer powerful functionality to understand and drive customer behavior—and it must allow for fast time-to-market at a highly competitive pricing. This is where Loyalty Prime comes in.

Founded by the distinguished loyalty and information technology experts Christoph Straub and Kunal Mohiuddin, Loyalty Prime has developed a pioneering Loyalty Software-as-a-Service (SaaS) platform that is disrupting the marketing industry: Prime Cloud.

LOYALTY PRIME

Prime Cloud is an extremely powerful platform with intuitive interfaces that delivers all functionalities needed to implement and manage a state-of-the-art loyalty program. The unique SaaS architecture allows for record time-to-market at an excellent cost-benefit ratio and smooth integration into a company's existing IT infrastructure.

"If you want an outstanding loyalty program management platform, with maximum flexibility, which increases growth, helps retain customers, and improves brand reputation while leveraging data for better results—we have the right solution for you. Prime Cloud carries the blueprint for loyalty success," summarizes Straub.

Prime Cloud enables loyalty programs that offer a sustainable and proven way to deliver that extra reason for customers to return and create a stickiness to retail companies as a basis for profitability. It enables programs that effectively drive customer behavior with targeted promotions and efficient direct marketing. Customers are rewarded for their loyalty, which builds lasting relationships that pay off. "Impressive KPIs such as doubling the average spend of members versus non-members are regularly achieved by our customers around the globe," says Straub.



Christoph Straub

Loyalty Prime helps retailers collect customer data and study behavior to create offers that appeal to them, giving customers reasons to stay and return. "We deliver measurable and lasting results out of every marketing dollar invested, instead of introducing just any loyalty program," notes Straub.

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In the current retail CRM landscape, 'Loyalty Prime is the Salesforce of the loyalty market'

Prime Cloud enables a 360 degree view of customer data that can be used for direct marketing with a measurable ROI and data-based continuous improvement processes for overall process management making sure Loyalty Prime's customers create and sustain that profitable competitive edge.

To summarize, Prime Cloud is not just a simple loyalty program management platform. Instead, it is a loyalty engine that is backed by experienced loyalty experts and a proven loyalty program design methodology. How it is designed is what makes it the leading loyalty platform in the market. The feature set is powerful, it is flexible and scalable, results can be measured, the user experience is intuitive, and there is no need to worry about hosting or maintenance.

Everything that is needed is there—from flexible promotion rules and unlimited status levels to coalition programs, multiple incentive currencies, voucher and coupon management, and built-in CRM features. The API library is enormous and growing, which adds to the flexibility of the product. Transforming the retail CRM landscape, the company today continues to work its way around the globe in every way it can. "In the current retail CRM landscape, one can say that Loyalty Prime is the 'Salesforce of the loyalty market'. With our uniquely powerful platform, we are positive that we will also meet the heartbeat of many retail CIOs' endeavors to set their companies ahead of the competition in the years to come," concludes Straub. **RC**