Sirma

Sirma Loyalty Solution

15 years of experience beyond shopping

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Who we are

Established in 1992 as Sirma AI (Artificial Intelligence), Sirma has dedicated to relentless pursuit of success, yielding remarkable results along the way. Our proud legacy encompasses successful development, numerous business accomplishments, and the attainment of multiple professional awards.
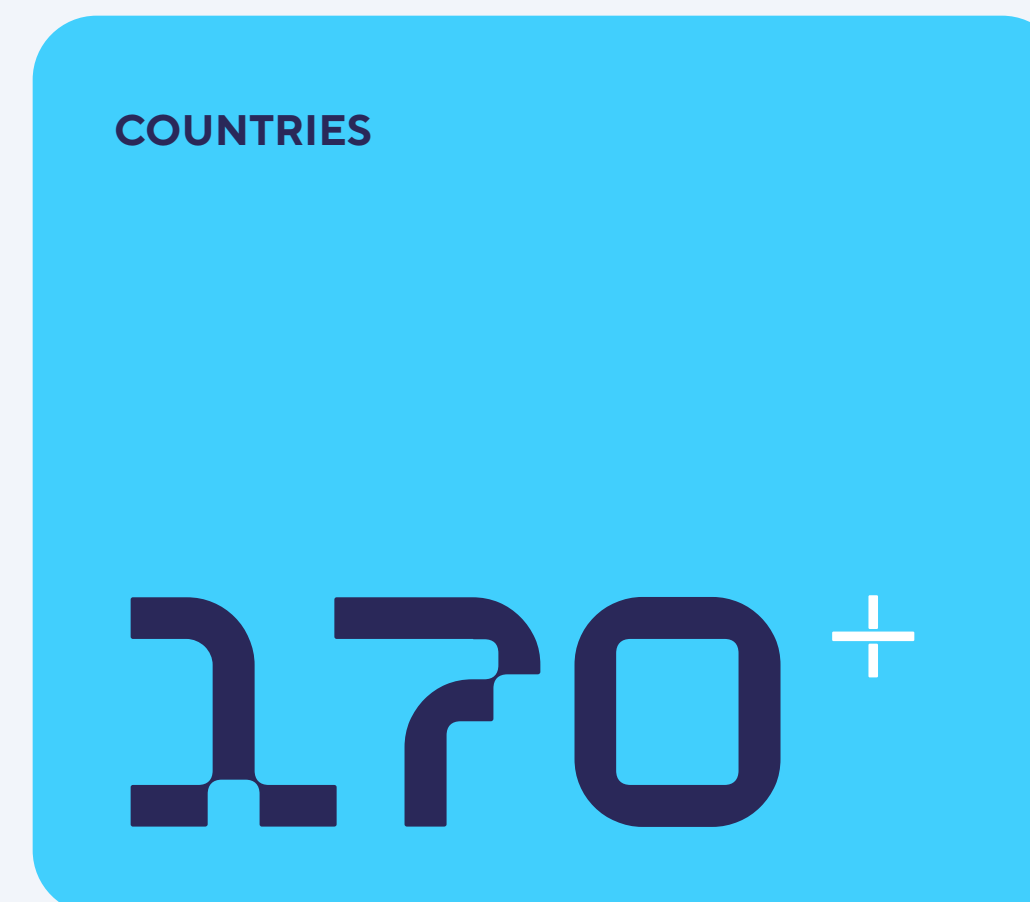
Our esteemed roster now comprises 800 accomplished IT professionals, strategically positioned worldwide, collectively contributing to the success of hundreds of projects.

As part of our unwavering commitment to progress, we took a significant step in 2015 by going public. Notably, Sirma Group Holding holds the distinction of maintaining the most successful IPO for an IT company on the Bulgarian Stock Exchange since 2007 (BSE Code: SGH).
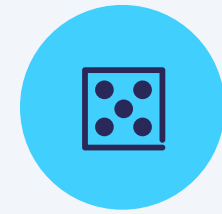
Our global footprint

OFFICES

Canada

USA

Sweden

Romania

UK

Bulgaria

Albania

Brazil

IT PROFESSIONALS

800+

YEARS

33+

COUNTRIES

170+

PROJECTS

1.000+

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Industry expertise

- FinTech
- InsurTech
- Healthcare
- Cross Insustry
- Travel & Hospitality

- Transportation & Logistics
- Packaging & Measurement
- Public Industry
- Retail (E-Commerce)

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Our Solution

Transform in-store visitors into loyal customers
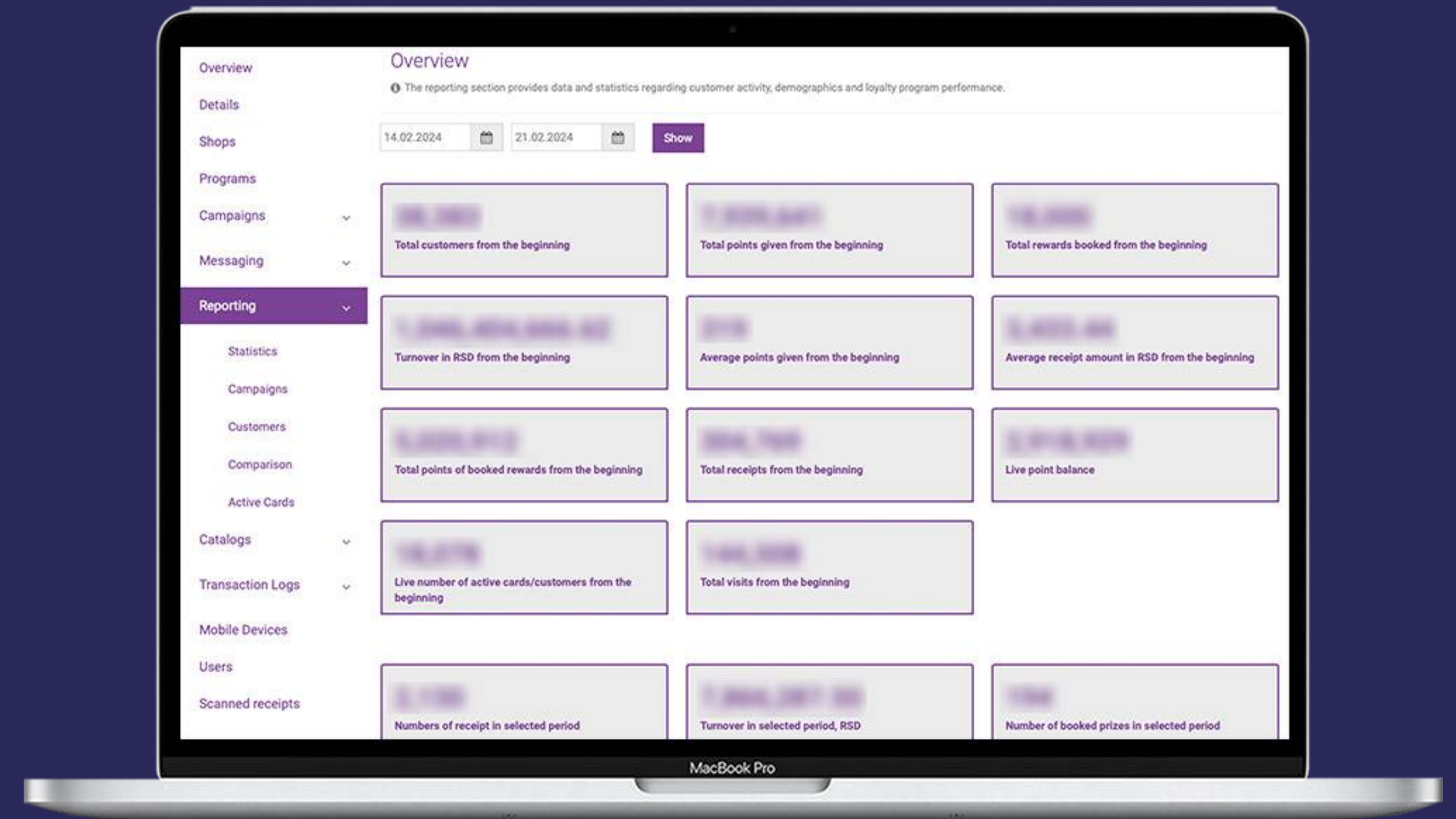
14 %

Our loyalty solution generates over 14% of the mall's turnover and beyond

What is Loyax?

Loyax™ is your customisable loyalty management platform, specially tailored to showcase your unique brand identity.

System Components

1. **Loyalty Campaigns**

2. **Reward Mechanism**

3. **Customer Tiering**

4. **Communication Center: Email, Facebook, Push Notifications, etc.**

5. **Exclusive Vouchers**

6. **End-Customer Mobile Loyalty App: iOS and Android**

7. **Web Admin Portal for Reporting & Analytics**

8. **Referral Program**

9. **End-Customer Self-Check TabletApplication**

10. **Promoter Tablet Application: Assists events and promoters in creating accounts, etc.**

11. **End-Customer Info Desk Point Onsite in the Mall**

12. **Coalition Programs**

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1. Loyalty Campaigns

Loyax™ empowers you to effortlessly craft diverse loyalty campaigns, ensuring loyal shoppers are rewarded for every purchase within the shopping center, irrespective of specific tenants. Our solution values and rewards your most valuable customers for their engagements, including:

> Visits
> Purchases
> Birthday
> Registration
> Complete profile
> Referral
> Self-checking for discounts
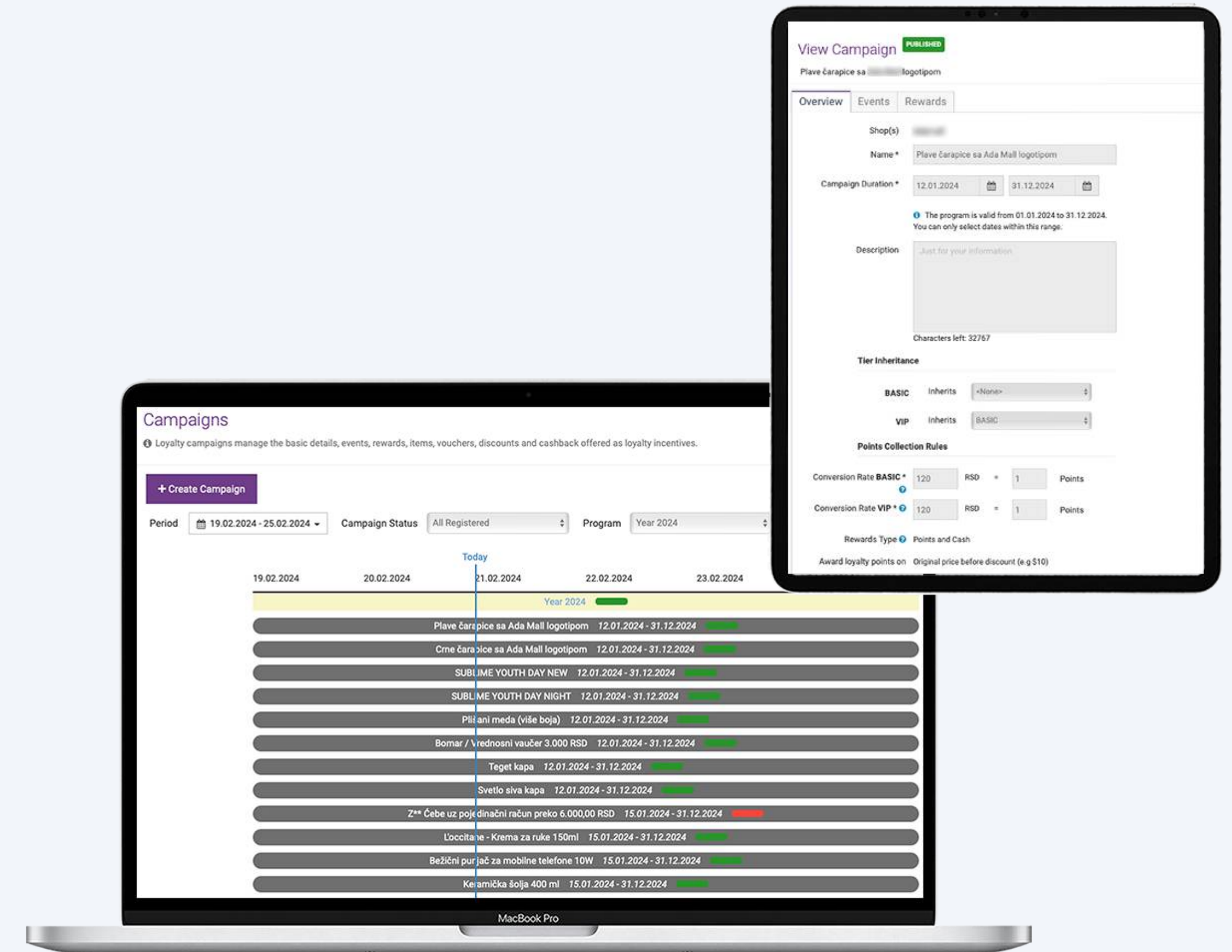
2. Reward Mechanism

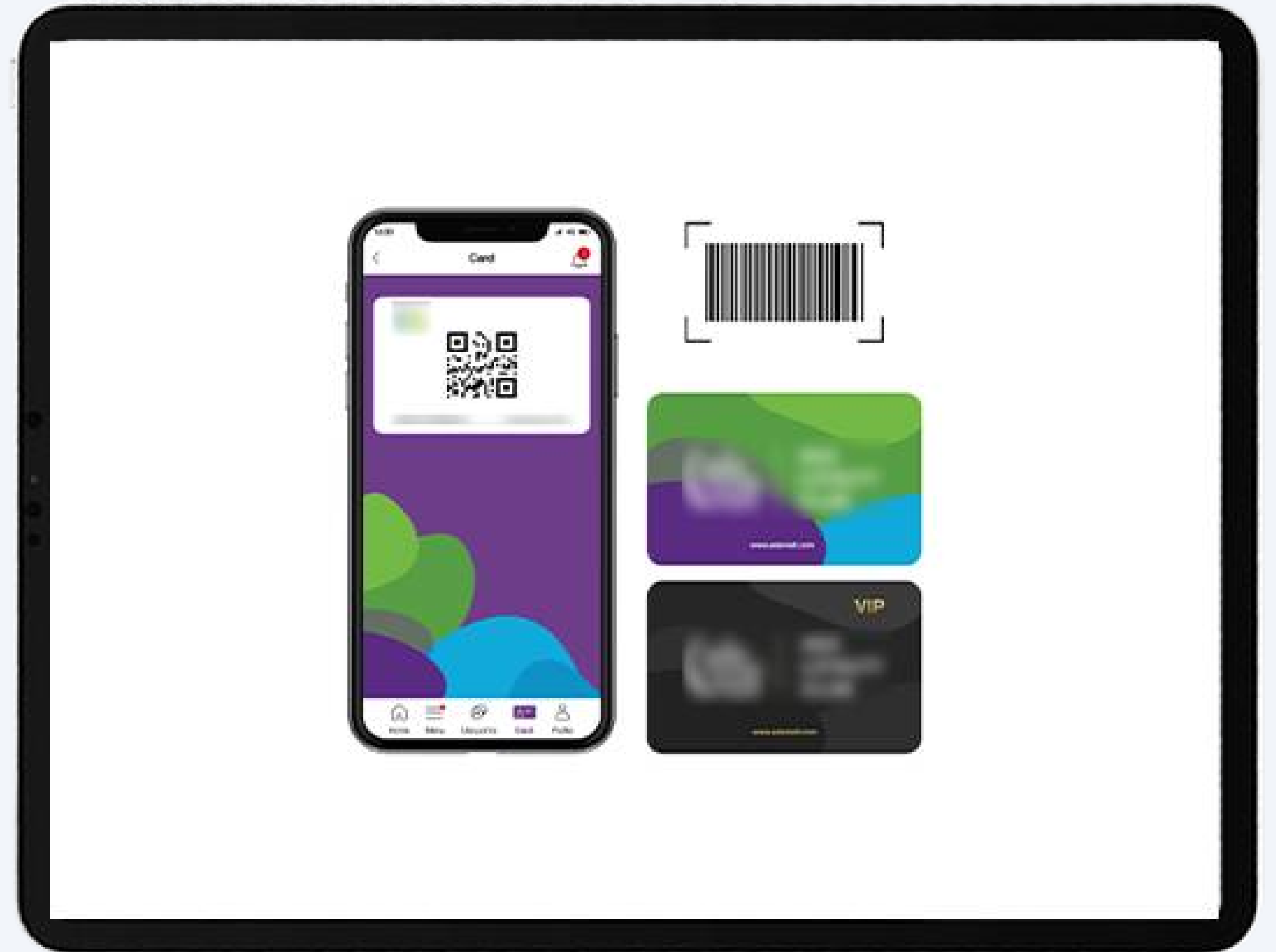The platform enables you to delight your customers with multiple reward mechanisms:

> Physical rewards
> Vouchers
> Discount
> Cashback
> Exclusive offers for members only

3. Customer Tiering

Loyax™ allows you to segment your customers into distinct tiers based on their spending within the shopping center, offering Basic and VIP tiering options.

4. Communication Center

Our communication center provides a dynamic connection with customers, leveraging specific criteria such as:

> Customer activity (registration, most visited shops, period, etc.);
> Demographic segmentation (age, gender, family status, number of kids, country, city, neighbourhood).

You can easily select from different types of notifications, all equipped with a comprehensive history, data and reporting module:

> Email
> Push
> Facebook
> Other
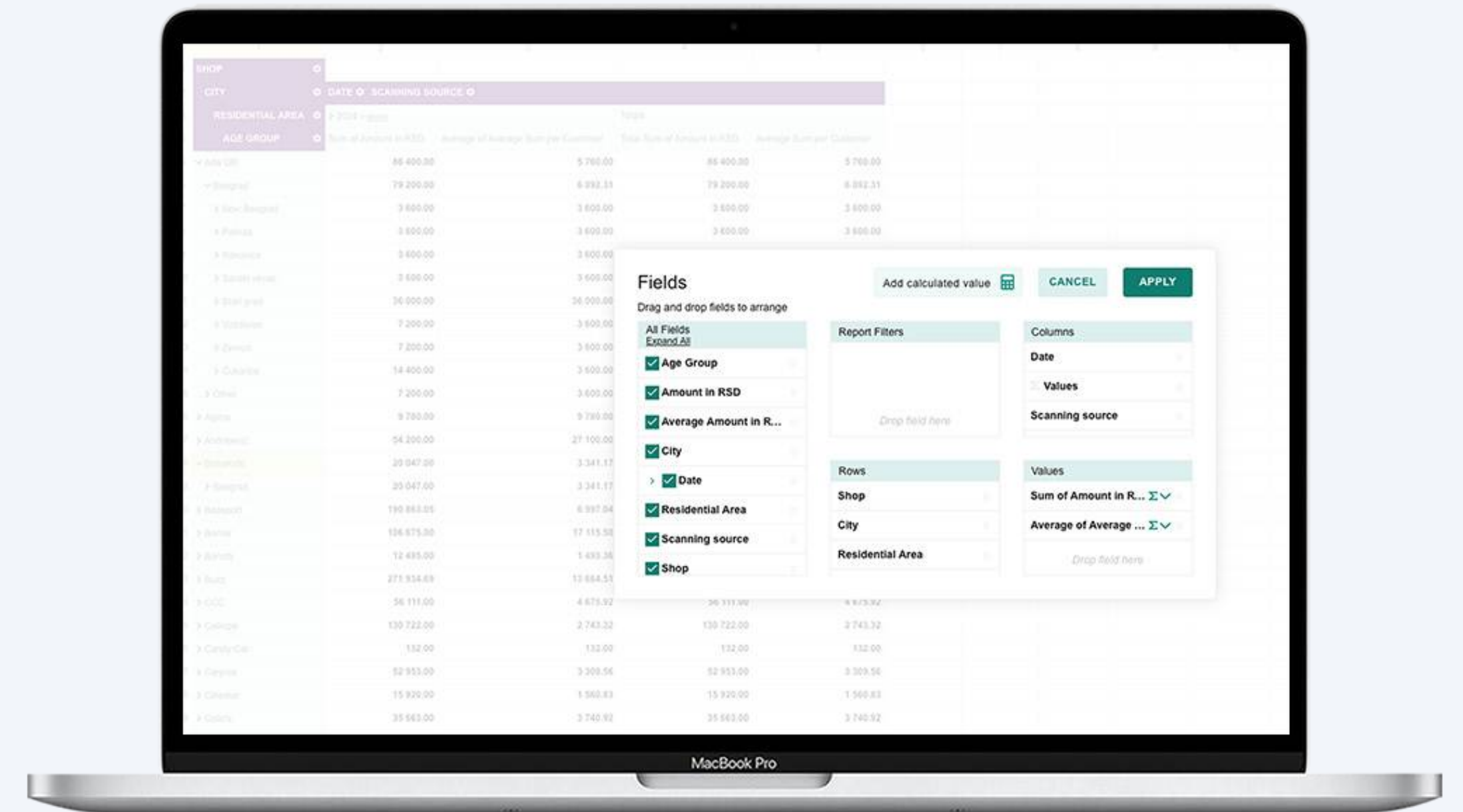
5. Exclusive Vouchers

Customers can access a diverse range of vouchers from various tenants within the shopping center, ensuring a seamless experience that can be distributed across different customer tiers.

> **Accumulate Loyalty Points**
> Once customers reach a specific number of loyalty points, they become eligible to book a voucher.

> **Redemption Process**
> An employee scans the customer's mobile app or loyalty card using a tablet or web app at the point of sale (POS) to redeem the voucher.

> **In-Store Redemption**
> The customer visits a designated store to redeem the voucher.

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6. End-customer website and mobile loyalty app: iOS and Android

The **Loyax**™ mobile app elevates your mobile presence, ensuring your brand stays at the forefront of customers' minds. With our user-friendly mobile App, customers can enjoy a range of benefits, including:

> Exclusive Offers

> Digital Loyalty Card

> Receipt Self-Scanning for Points

> Personalized Notifications

> Points Balance Tracking

> Voucher Booking

> Activity Monitoring: Purchases, Visits, and More

> Rewards Shop: Redeem Points or Combine Points + Cash

> Mall Information: Floor Plans, Loyalty Program Details, and more.
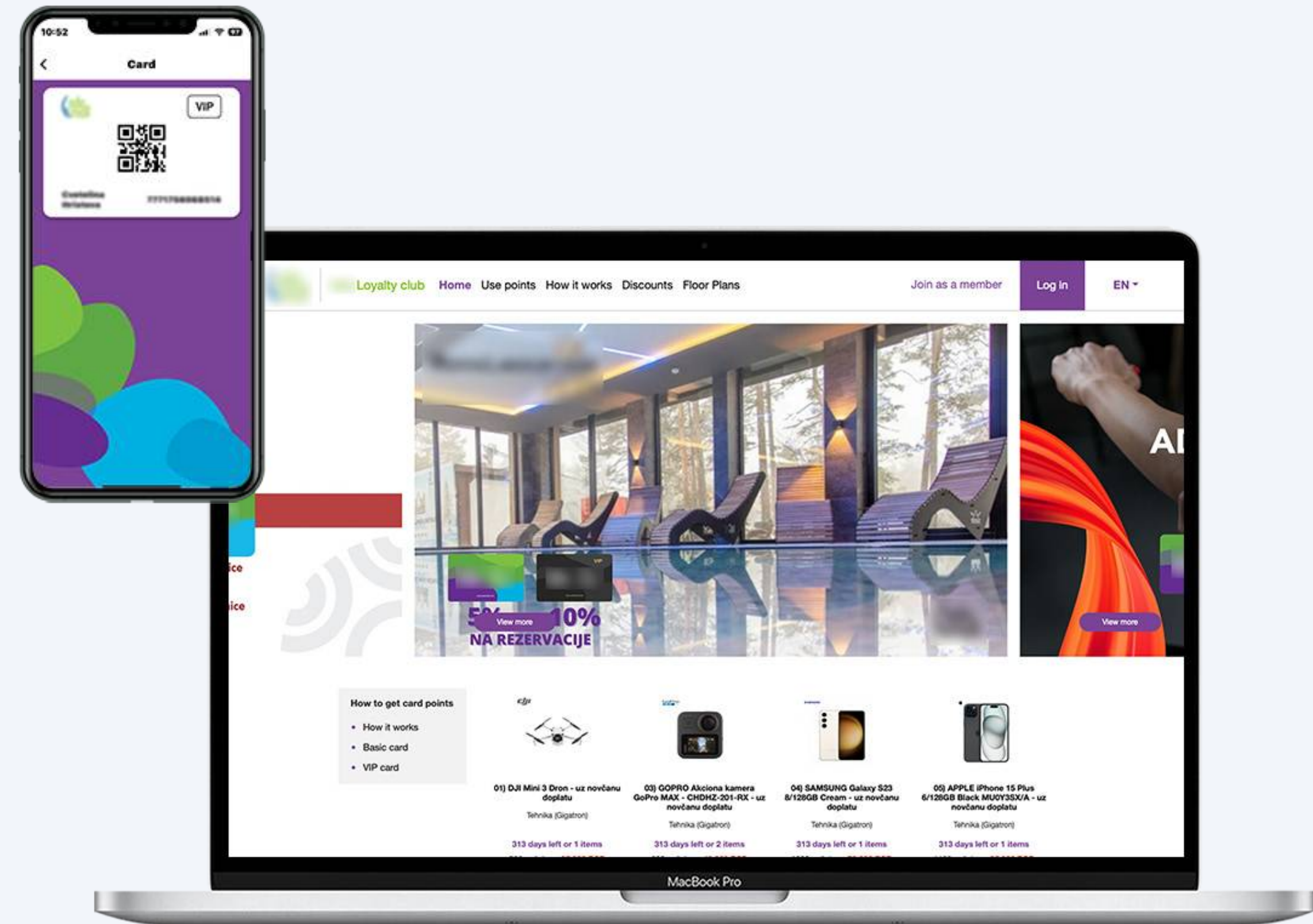
Web Admin Portal - Reporting & Analytics

Loyax™ offers robust reporting and analytics features to help you gain valuable insights into customer preferences and tailor your offers accordingly. Key aspects include:

> Demographics: Age, Gender, City, Family Status, Kids
> Customer Behavior: Visits, Points, Spending, Booked Rewards, Top
> Shops, Average Spending and Receipt Amount, Active Cards, Average Points
> Transactions
> Turnover: By Shop, By User, By Period, By City, Neighborhood, etc.
> Customer Segmentation
> Comparisons and Trends: By Year, By Month
> Custom Reports
> Report by Shops
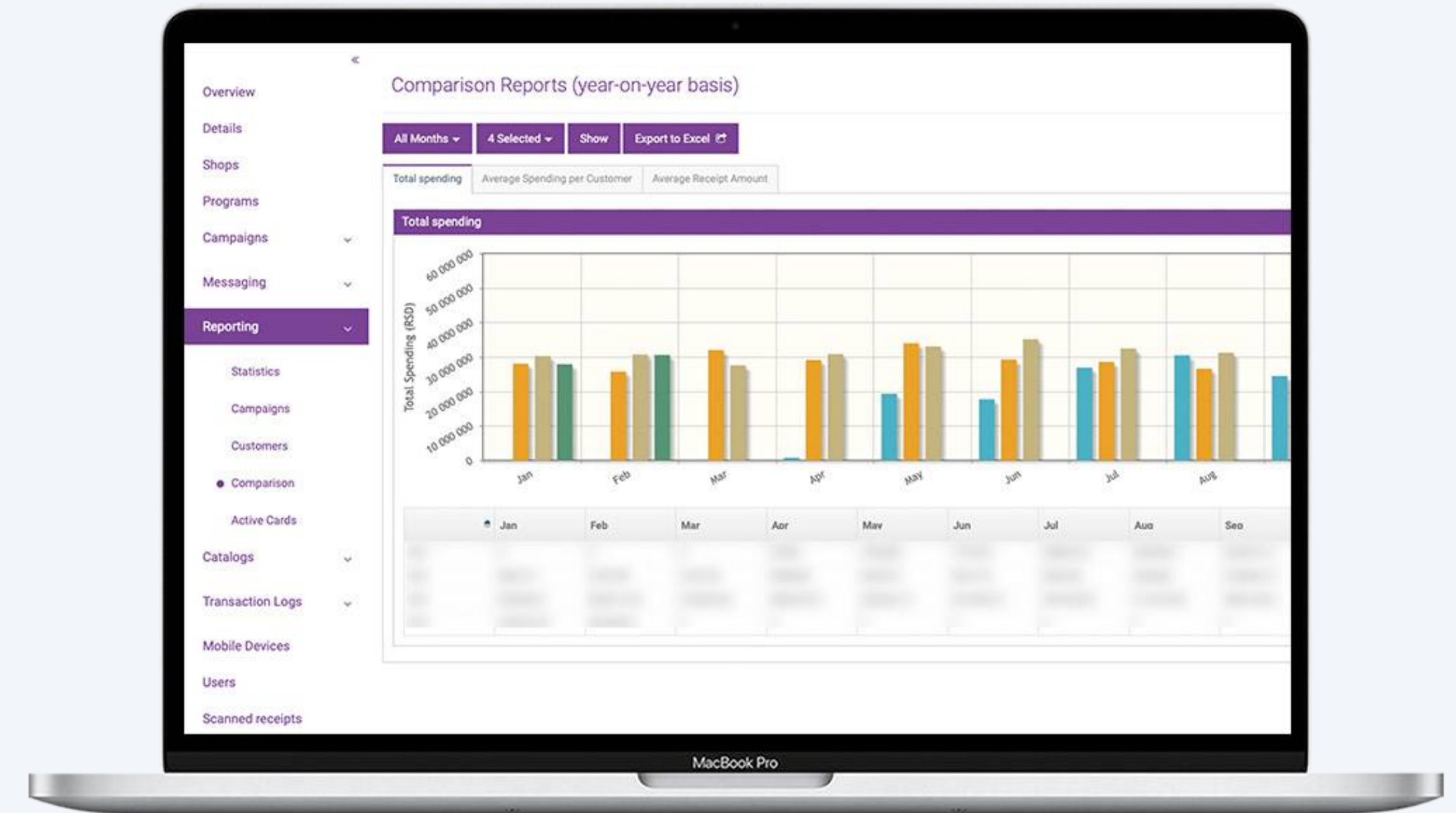
8. Referral program

Unlock the power of referrals with **Loyax**'s 'Refer a Friend' program. When your customer shares their referral code with a friend, both receive points – a win-win deal! Here's how it works:

› Set Up Your Campaign: Add the 'Refer a Friend' event to one of your campaigns.

› Go Live: Publish the campaign to make it visible to your customers.

› Register a Transaction: The customer needs to make or have a transaction at the store.

› Referral QR: Your customer sends the Referral QR code to a friend, whether through email or a printed copy.

› Friend Joins: The friend registers in Loyax.

› Visit and Scan: The friend visits your venue, and you scan their loyalty card QR code.

› Point Bonanza: Your customer gets the points set in the campaign event, and the friend also receives points (which can even be set at 0).

9. End-customer Self-Check Tablet Application

> Track inactive cards and cards used solely for discounts.

> Collect data on inactive users and facilitate their transformation into active users.

10. Promoter Tablet Application

> An app that helps event promoters to create accounts.
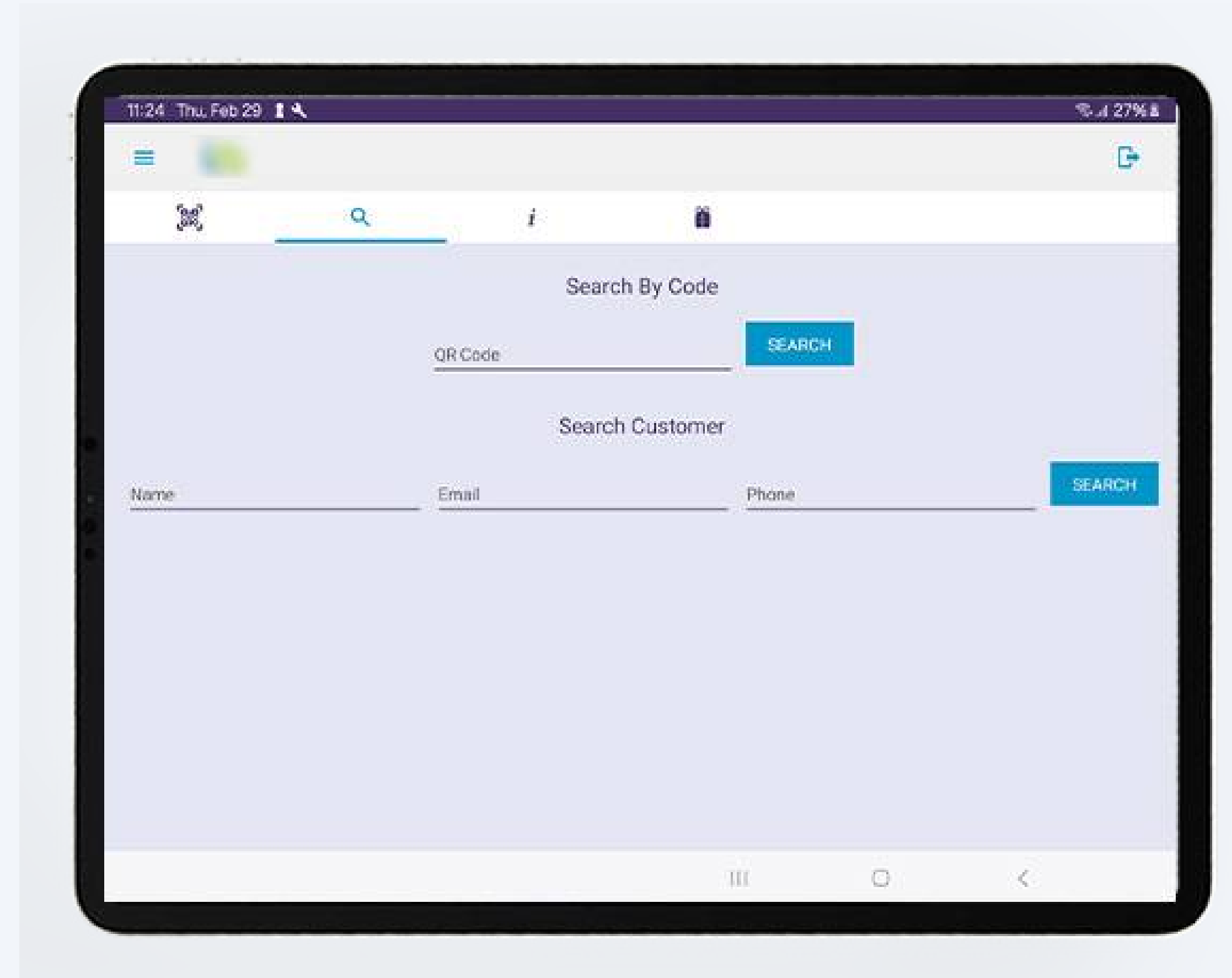
⅃⅃. **End-customer Info Desk point onsite in the mall**

> Register as a user in the program and get a physical card;

> Scan receipts on the Info Desk and collect points;

> Book a reward on Info desk and get the reward.
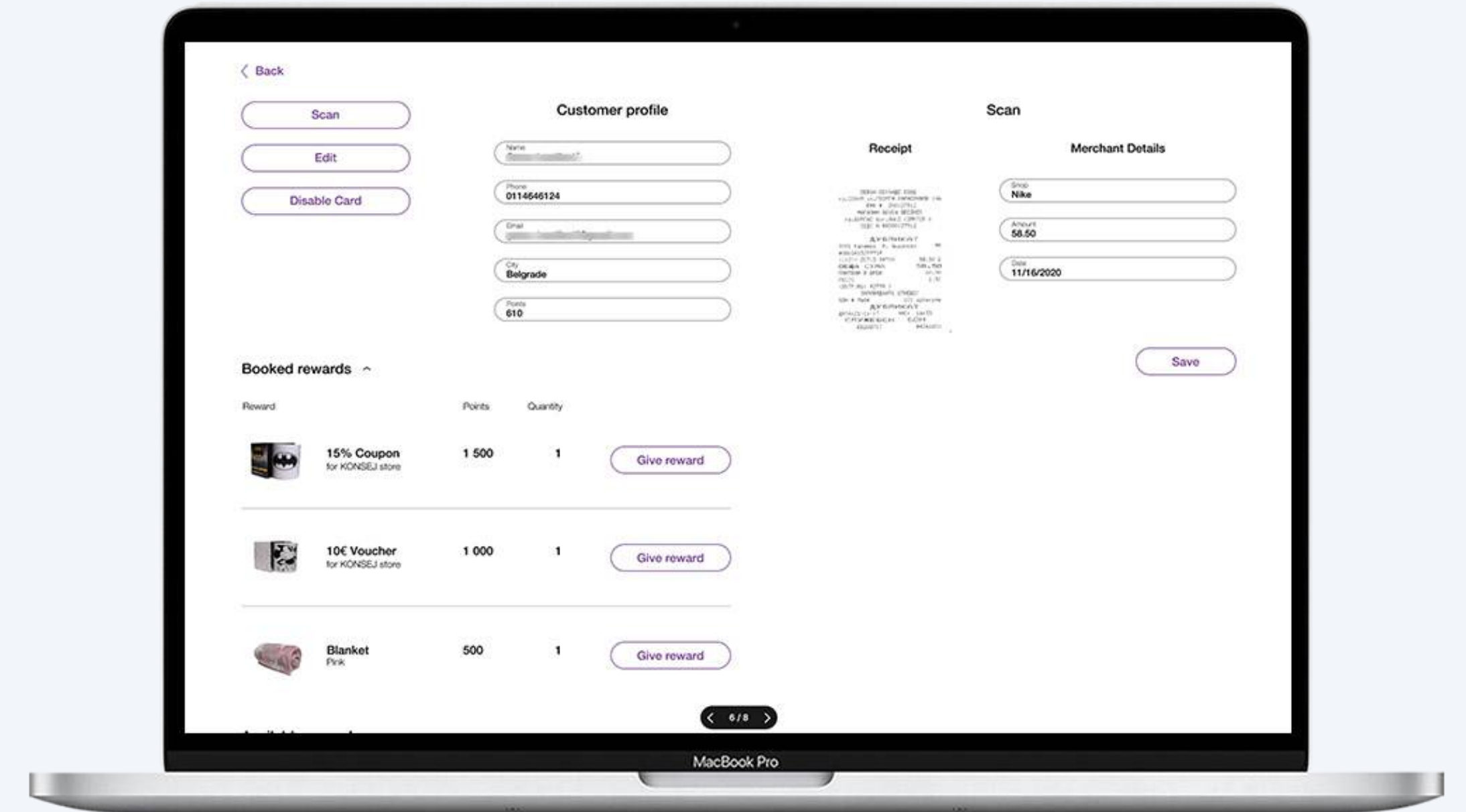
12. Coalition programs

What are coalition loyalty programs?

Coalition loyalty programs enable customers to utilize a single loyalty card or mobile app for accruing and redeeming points across diverse businesses. This facilitates faster point accumulation and redemption for a broad spectrum of rewards.

Typically, coalition loyalty programs encompass a blend of fuel, grocery stores, credit cards, and travel services, alongside possibilities in fashion, dining, electronics, and various other sectors.

Convenience stands as the paramount criterion for the contemporary customer, thereby elevating coalition programs to a favored option for many.

Loyax

Business Goals

> Integration of cutting-edge AI marketing automation tools

> Enhanced customer communication through personalized offers

> Increased foot traffic

> Elevated shopper engagement and experience

> Amplified sales for all merchants

> Gathering valuable shopper insights

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The Customers

Customer's expectation

> Customers desire to feel unique and valued

> Prioritizing customer experience is crucial

> Aiming for a seamless shopping experience

> Delivering exceptional value for money

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The Customer Journey

Elevate your in-store experience

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Mobile app for self-scanning

1. Mark downloads the LOYAX mobile app.

2. He makes a purchase at any store within the shopping centre.

3. Mark scans the collected receipts via the LOYAX mobile app.

4. After accumulating a certain amount of loyalty points, the customer is eligible to receive a reward/voucher.

5. Loyalty points are added to the customer account.

6. A back-office employee verifies the extracted data from the scanned image.

The customer journey

Info desk management

1. Anna downloads the LOYAX mobile app or gets a loyalty card from the Info Desk.

2. She makes a purchase at any store within the shopping centre.

3. Anna collects the receipts and goes to the Info Desk.

4. The employee scans the receipt with a scanner to extract the data and adds the corresponding loyalty points.

5. An employee scans Anna's mobile app or loyalty card.

6. After accumulating a certain amount of loyalty points, Anna is eligible to receive a reward/voucher.

Customer Journey Loyalty Map

Mobile app for self-scanning

1. Mark downloads the LOYAX mobile app.
2. He makes a purchase at any store within the shopping centre.
3. Mark scans the collected receipts via the LOYAX mobile app.
4. After accumulating a certain amount of loyalty points, the customer is eligible to receive a reward/voucher.
5. Loyalty points are added to the customer account.
6. A back-office employee verifies the extracted data from the scanned image.

PR

Digital ads

Social ads

Reviews

Email

Blog

Shopping Mall

Restaurants

Shops

Loyax

Increase Foot Traffic

Enhance Shopper Engagement

Refer a Friend

Retention

| **Awareness** | **Consideration** | **Decision** | **Loyalty** | **Advocacy** |

Media

Direct Mail

Website and Mobile Apps

Reward shop

Boost Retailer Sales

Personal Customer Communication

Word-of-mouth

Seamless Shopping Experience

Salexor

Optional Features from Salexor.com - System Components

`Applying AI regarding real-time data analysis and predictive analytics.`

We provide solutions, not just data analytics, to help convert user traffic into subscribers, leads and sales/deals, aiming to increase conversion rate to 30% and beyond.

We enable businesses to automate and deliver personalized offers and consultations to their clients at scale, reducing the need for manual intervention.

We apply automated triggers based on exit-intent detection to interact with customers with Low and mid-scoring* through email, chat, pop-up offers, and other communication channels.

Once you've attracted customers to your website, our digital selling system promptly engages (high-scoring* visitors) through a mobile application with a live salesperson using voice, video, or chat.

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Loyax; Custom e-shop - mobile app and web

The Customer

SAMEX Ltd. was established in 1992 and is the first operator of international fast food chains in Bulgaria. SAMEX Ltd. operates the restaurants of KFC and NORDSEE in Bulgaria and is among the leaders on the Bulgarian market.

The Goals

KFC already had an eCommerce website built on the Magento, which shortcoming is the inability to streamline external sources of data into the preferred internal platforms like Microsoft Dynamics NAV. KFC also met the problem of the site performance optimization.

The Major Scope

> Large portion of restructuring and technical upgrades resulted in creation of a customer-centered shopping experience, with a powerful engine on the back-end and renovated aesthetically pleasing responsive design;

> New CMS which allowed to administer a large number of changes;

> API layers as a robust base for dealing with all the connections KFC has;

> Significant automation of the order processing steps and complex business rules to simplify order entry and fulfillment;

> Integration of a customer loyalty program;

> Mobile e-commerce platform and apps (IOS/Android) development.

Success Stories

Loyax

Implemented for

ADA MALL (GTC Group)

A popular shopping mall in Belgrade, Serbia. Fashionable commercial complex offering department stores, boutiques, eateries & outdoor seating.

The Assignment

> Ada Loyalty Club platform covers over 90% of the Mall's tenants and has provided new advanced functions, allowing members to utilize accumulated points by generating vouchers or discounts. Now It has nearly 50,000 users and generates 14% of the Malls' turnover;

> It offers active engagement in direct communications via retailers' digital channels;

> A promotional merchandise store was created, where customers of the Mall's tenants can select an item in exchange for accumulated loyalty points https://adamall.com/loyalty/;

> The platform allowed to create a well-functioning partner ecosystem that also includes partners from outside of the Mall (for example Air Serbia, Oxford Academy, Hotels);

> The project scope covered integration and development of the online shop (web and mobile), Admin website, Marketing reports, automations, communications, customer intelligence and monetization, Info Desk app, POS app, and mobile apps (IOS/Android).
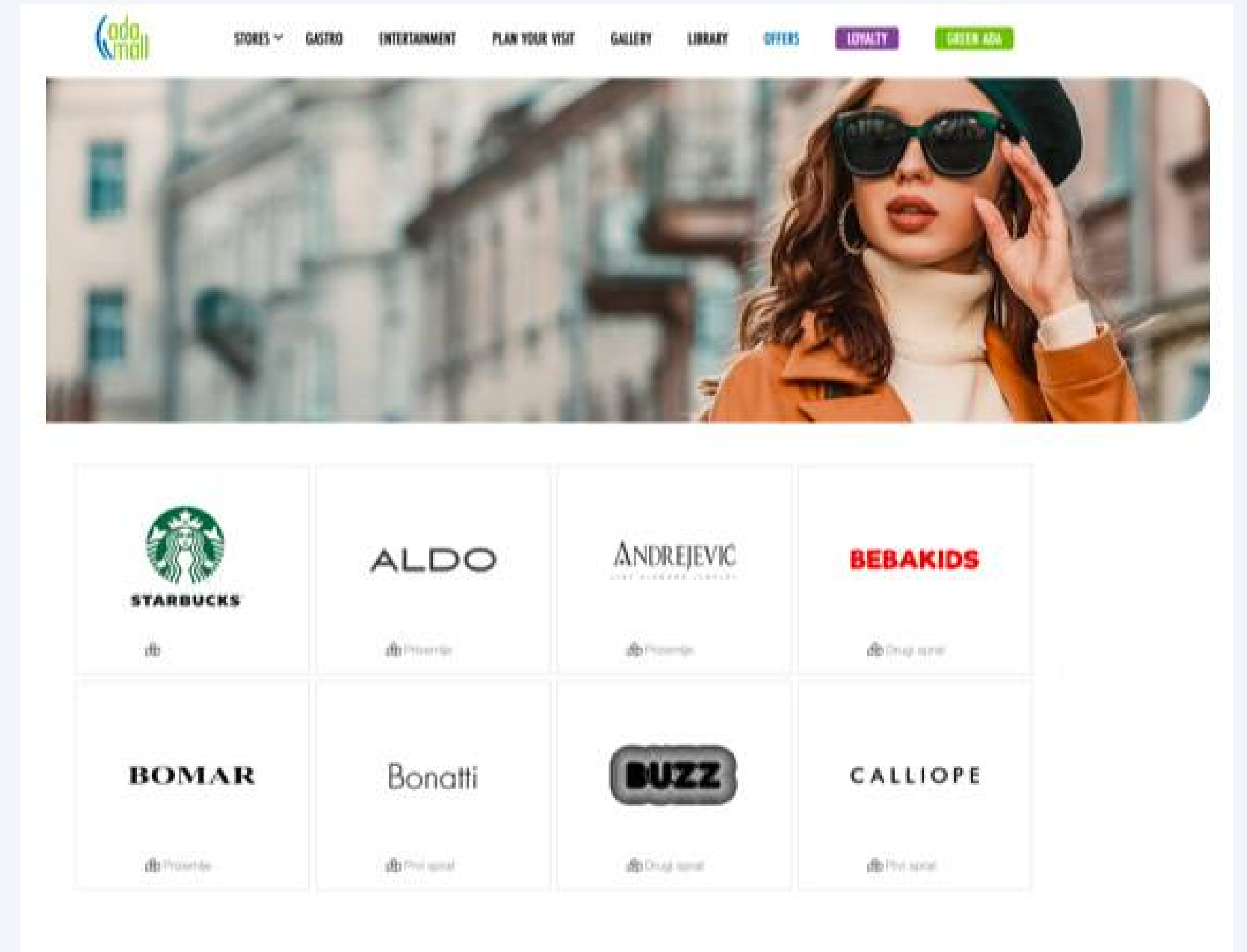
Loyax Gamification Campaign

Implemented for

Metro Cash & Carry Bulgaria

Metro is a German based multinational wholesale chain that operates B2B membership-only cash and carry stores and is focused on SME segment. Metro Bulgaria has been working since 1999 and serves now 11 stores.

The Assignment

> Sirma has helped METRO to augment its marketing promotional activities with a gamification program;

> LOYAX offers a set of predefined gamification tactics, that enable retailers to start new loyalty campaigns and upsell. Tactics mean the algorithms compare previous behavior/purchases and distribute digital vouchers suitable for personal customer discounts. Let's say a customer bought a fish in previous purchases. Then the system calculates his potential score to buy a bottle of white wine and suggests a discount voucher;

> The game mechanics were applied outside the environment of games via the POS Kiosks installed near the entrance in store and displayed "Wheel of fortune" game on scanning a loyalty card by a customer;

> The project opened new opportunities before the internal marketing team to utilize the vast client data in order to retain and evolve the loyalty program of Metro.
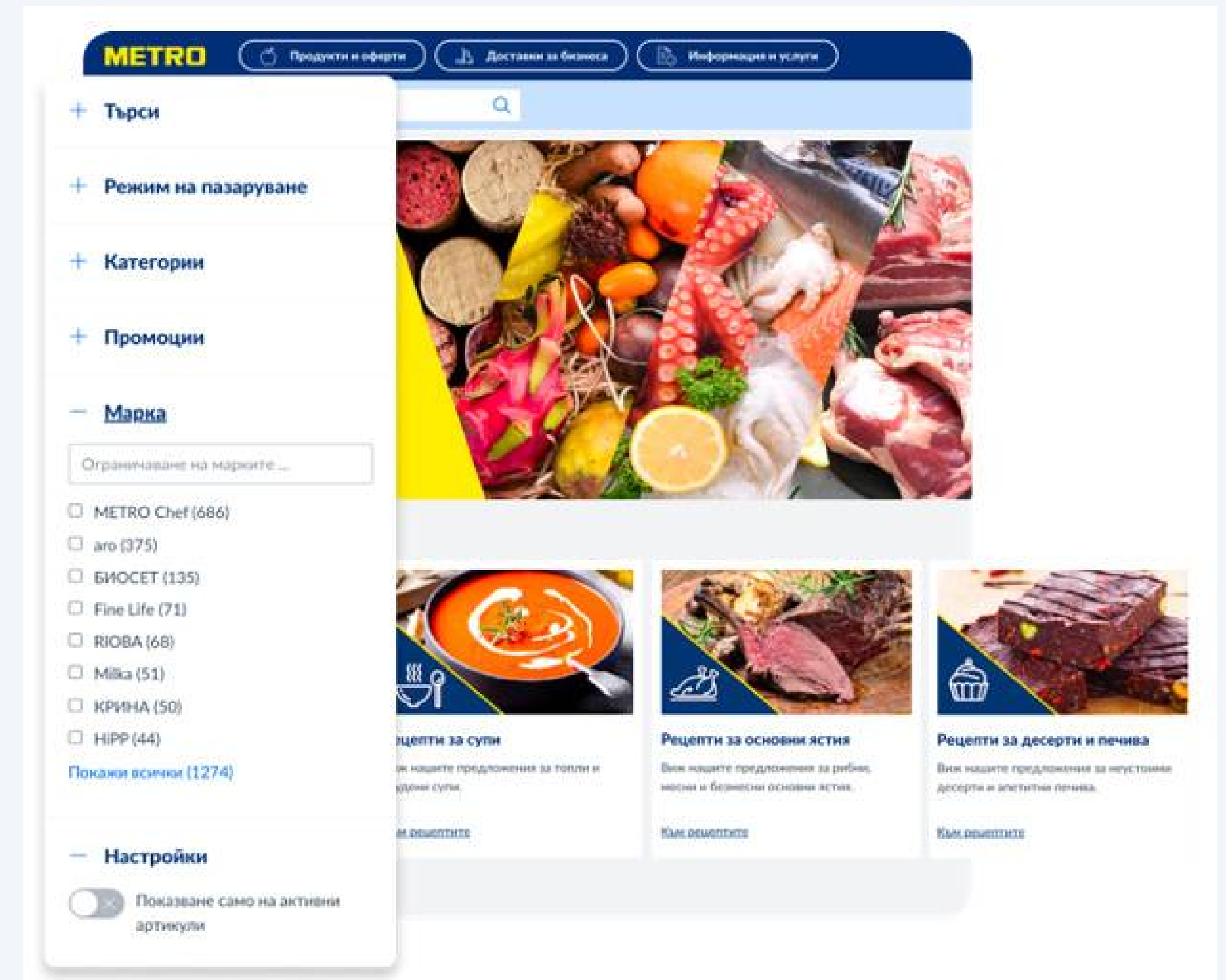
Loyax

Implemented for

Souperstar® is the successors to Fortune Food, a traditional Chinese brand known for its high-quality Singaporean snacks such as papaya or kueh pie tee. The brand was looking for a novelty approach among its loyal clientele. If there is an industry that lives and dies by repeat purchases, it's the food and beverage business. So, loyalty has become the paramount goal for many service organizations, including food and beverage.

The Goal

Souperstar is a restaurant loyalty program that presents the best of Singapore's local heritage, reinventing new and exciting ways to think about food. Desiring to bring the customer experience to a new level, they sought a loyalty solution that would allow their customers being rewarded for their loyalty.

The Challenge

Platforms like Loyax, specially designed to provide a full number of loyalty programs, can deliver a comprehensive loyalty management solution that not only facilitates change but also redefines how loyalty drives both revenues and supports a good cause. Let us see what has been achieved a couple of months after the start of introducing the Souperstar's loyalty program. The number of registrations is presented by Fig.1, where we see a sharp rise from 10K to 70K, just in a year, and the same pattern has been reported with the transactions made by users. Accordingly, it is not a surprise that sales results (fig. 2.) are in accordance with the transactional figures, and we account almost 30% increase of total customer spending on a monthly base and nearly a 25% growth of average income per customer since the middle of the year. The average cost per order rose from $8 to $10, following the same % increase in the number of customers.

The results

Customer loyalty is a primary strategic objective, and marketing is strongly focused on it. We are aware that brand reputation is a significant factor in keeping customer loyalty and push companies to seek innovative ways to increase the equity of their brands. The consistency in food quality and service delivery affects not only customer satisfaction but also is connected to the reputation of the brand, which was the main reason for the successful implementation of Souperstar loyalty program.
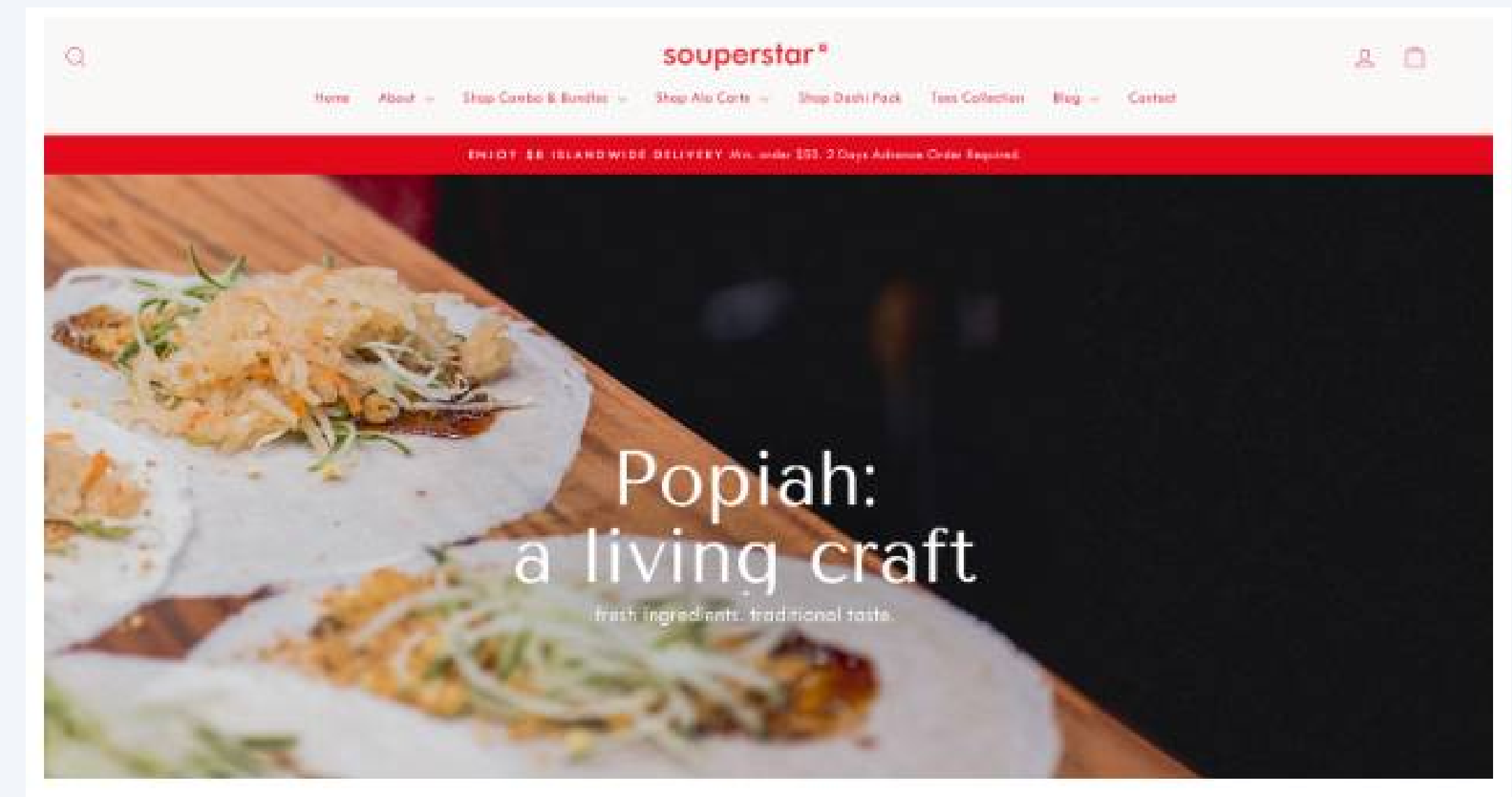
Melinda

Implemented for

SPORT DEPOT BULGARIA

SPORT DEPOT is the largest chain of sports stores in Bulgaria. Official partner of SPORT 2000 International, the company offers sports goods, clothing and shoes to over 100 world-famous sports. SPORT DEPOT is one of the most popular sports chains in the country, which has 21 retail outlets in many cities on Bulgaria. SportDepot.bg has extended its operations to Greece, Romania, Serbia and others European markets.

The Assignment

> Implementation of the Chat Bot for SPOT DEPOT BULGARIA allowing customers to self-check many activities' statuses;
> Multiple integrations regarding tracking orders, returns, and similar;
> The achievement of the project is 80% of instant automations of the client's questions;
> The chatbot has administration and analytical features that allow editors to continually train and enhance AI algorithms;
> Thanks to the wide eCommerce expertise and successful project the cooperation goes on and Sirma's team is working on a eShop mobile applications that also will include a loyalty program based on many analytics generating marketing communication/automations, integrations with virtual payment methods, courier services, ERP, social media and etc.

Loyalty Management Solution Architecture

Loyax Admin

Admin Web Portal

- Create/edit merchants
- Generate loyalty cards
- Generate reports and analytics
- Promotional messages

Loyax Merchant

Merchant Web Portal

- Merchant details
- Venues
- Loyalty programs
- Loyalty campaigns
- Report and analytics
- Lotteries
- Promotional messages

Real-time transactional applications

- Loyax mPOS (IOS and Android)
- Loyax OCR
- Loyax ePOS
- Loyax Desktop Windows/Info
  desk application:
- Customer registration
- Customer identification
- Award points
- Redeem rewards
- Process vouchers, gift cards, coupons

Loyax NX

Loyax Programs

Loyalty Program

Points Collection
- Transaction amount
- Visits
- Services/Items
- Event triggers
- Custom tiering
- Referrals

Points Redemption
- Physical rewards
- Gift cards
- Vouchers/Coupons
- Online reward shop

Loyax CRM Communication

Communications Channels

- Email
- Push notifications
- Social media notifications
- Location-based messages

Loyax Analytics

Reporting and Analytics

- Spending and visits
- Points collection and redemption
- Customer behavior
- Comparison and trends
- Data export

Loyax API – 3ʳᵈ Party Systems

- CRMs
- POS Systems
- ERPs
- SMS Providers
- Marketing Tools
- Databases
- E-Commerce
- Websites
- Others

Optional Features from Salexor.com – System Components

Applying AI regarding real-time data analysis and predictive analytics.

We provide solutions, not just data analytics, to help convert user traffic into subscribers, leads and sales/deals, aiming to increase conversion rate to 30% and beyond.

- We enable businesses to automate and deliver personalized offers and consultations to their clients at scale, reducing the need for manual intervention.

- We apply automated triggers based on exit-intent detection to interact with customers with Low and mid-scoring* through email, chat, pop-up offers, and other communication channels.

- Once you've attracted customers to your website, our digital selling system promptly engages (high-scoring* visitors) through a mobile application with a live salesperson using voice, video, or chat.

Loyax User

End User Web Portal

- Customer registration
- Social media registration and login
- Current balance
- Activity history
- Real time information
- Merchants
- Venues
- Events
- Loyalty programs
- Promotions
- Campaigns

Loyax User

End User Mobile Applications – Android and IOS

- Customer registration
- Current balance
- Activity history
- Real-time information
- Notifications

Get in touch

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