



ciloyalty Full Service menu

Strategic Development

- Strategic input into the design of the incentive or loyalty program by an experienced loyalty-marketing practitioner
- Program diagnostics
- Participant research
- Issue identification
- Stakeholder workshops
- Program modelling and ROI metrics

Communications

- Program newsletter
- Qualifier club or leader board standings
- 1300 program hotline number for participant enquiries
- Full branding and graphic design
- Email campaigns
- Direct mail campaigns
- Interactive games and teasers
- Monthly newsletter e-mailed, printed and despatched
- Reward fulfillment organised and dispatched by CiLoyalty
- Completed data tracking and upload management
- Accessing CiEvent's (a business of Flight Centre Ltd) buying power both in terms of travel and merchandise rewards
- Monthly strategic program review where program revisions and tactical campaigns for the next month are developed and discussed
- Quarterly program review assessing the performance of the program and developing the loyalty plan for the forthcoming quarter
- 24-hour access via the administration interface of CiPerforma - CiLoyalty's state of the art incentive and loyalty program management tracking software - to a variety of customised reports detailing the key performance indicators pertaining to a client's incentive program
- Customised program theme, detailed tactical teaser campaign and program launch management



Website

- Participant online activity statement
- Online program rules & regulations
- Online program information
- Viewing and redemption of program rewards
- Enrolment in the program and changing participant details
- Quick to market sales promotions
- Online education models
- Full branding and program graphics

In addition to strategic loyalty solutions, **ciloyalty** provides a range of sales promotional services including:-

- Strategic development of the sales promotion strategy
- Creative development of the promotional campaign
- Organising lottery permits, terms & conditions and communication tactics
- IT components to drive the sales promotion, eg. SMS, MMS, 1300, hotlines, IVR telephone systems and interactive websites
- Reward fulfillment, competition draws and all legal aspects associated with running sales promotion campaigns
- In situations where there is an existing team currently performing some of the functions and processes outlined above such as reward fulfillment, call centre operations, newsletters, tactical campaigns etc, **ciloyalty** will customise the loyalty operational strategy to provide a fully inclusive service or framework through which existing resources can work. In other words, **ciloyalty** can manage as much or as little of the loyalty program as you desire