

CARMINE RED

Fall 2020

PRODUCT RELEASE BROCHURE

antavo
Loyalty Management Platform

Executive Summary

Helping you build customer-facing loyalty solutions

When it comes to committing to one loyalty program versus another, accessibility and ease of use are the two most important deciding factors for customers. For this reason, companies planning to introduce or revamp their loyalty program should focus on designing an engaging membership page for their eCommerce site, and use the latest technologies to allow members to effortlessly interact with the program inside their stores.

In its **Carmine Red Fall Product Release**, Antavo introduces two new features geared towards building a more customer-facing loyalty program:

A Coalition Loyalty Hub, which

- Unifies the loyalty experience for tenant brands
- Allows in-store identification
- Easily integrates, unlocking on-site reward redemption
- Connects participating brands to the loyalty database

A Membership Site SDK, which

- Allows for easy rendering of the membership page through a premade template
- Enables you to design everything in your own developer environment
- Lets you deploy, update and review visuals quickly and easily



Csaba Horvath

Engineering Director at Antavo Loyalty Management Platform

“Presenting your loyalty program in a way that’s not only visually appealing, but also efficiently communicates the benefits is key to winning over customers. We designed our features with the goal of giving brands and retailers an edge when it comes to presenting the values of their reward program.”

Table of Contents

- 2.** Executive Summary
- 4.** Meet the Coalition Loyalty Hub
- 5.** CLH in Action
- 6.** CLH Benefits: Easy Integration
- 7.** CLH Benefits: Quicker Staff Training
- 8.** CLH Benefits: Heightened Customer Engagement
- 9.** CLH Benefits: Better Tracking & Fraud Protection
- 10.** Meet the Membership Site SDK
- 11.** How the Membership Site SDK Works
- 12.** The Values of the Membership Site SDK

Meet the Coalition Loyalty Hub

A common issue many shopping centers, airports, and multi-brand companies run into after launching a coalition loyalty program is that the customer experience is inconsistent due to differing levels of staff involvement and on-site technology at each individual brand.

To unify the custom journey and unlock new possibilities for brands, **Antavo introduces the Coalition Loyalty Hub.**

The **Coalition Loyalty Hub** is an Android-based application running on a symmetric device with two screens: one facing the customer, and the other facing the staff member operating it.

The purpose of the device is to connect participating brands to the loyalty provider, enable customer identification, and to make point collection/redemption an easy process – for both the customer and staff.



CLH in Action

1.

When a customer checks out at a tenant brand, a staff member asks whether they're a loyalty program member.

2.

If the customer is a member, they're asked to identify themselves by scanning their digital loyalty pass at the connected scanner device.



3.

After successful identification, the customer profile is shown on the staff's end, so they can enter the purchase volume and redeem the corresponding number of points.

5.

In case the customer is not yet a member, the points they are eligible for are put on hold until enrollment is complete. Customers can enroll by scanning a QR code shown on their screen.


4.

During the process, the monitor at the customer's end showcases which rewards and offers they're eligible for, which they can redeem before finishing the checkout.

CLH Benefits: Easy Integration

One of the main reasons that the owners of coalition loyalty programs struggle to implement coherent loyalty technology all across their tenants is because those tenants typically use different technologies, such as POS, and their tech-preparedness also varies.

Antavo's Coalition Loyalty Hub circumvents the issue with integration by separating its device from the POS. Without an expensive and time-consuming implementation process, the Hub and connected scanner only require a brief set up at the counter to get up and running.

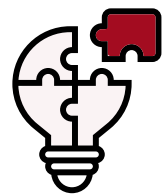


Antavo's Coalition Loyalty Hub unifies the tenant experience with an uncomplicated tech solution.

CLH Benefits:

Quicker Staff Training

Another reason coalition loyalty programs often fall short is that training staff to use the device is time-consuming, plus employees often skip this step during the busiest times of day.



The *Coalition Loyalty Hub* offers a solution to both problems.



Each step required to operate the **Hub** is displayed on the screen, giving easy to understand instructions to the staff member. Therefore the device can be used with very little training. Most of the steps are also streamlined, not to mention the staff member and the customer can use it simultaneously, further reducing interaction time.

Store staff name

Earn & burn points

Return points

Exit

Enter the purchase value of the customer

- Ask customer to scan their loyalty card.
- If they aren't part of the loyalty program yet, then enter the purchase value below
- If the identifications fails, **tap here** to look up the member manually.

Purchase value

Total purchase value	EUR	Assignable points	Purchase date
1000		100	08. 01. 2020

Generate discount code

The Mall Club

See Customer Side

CLH Benefits:

Heightened Customer Engagement

Unlike traditional loyalty technologies that run on the POS, the **Coalition Loyalty Hub** involves the customer as well.

By having a screen of their own, customers won't feel left out while the staff member operates the device. The screen also gives them clear information if their involvement is needed, in the same way that it instructs staff about the next steps.



Additionally, the **Coalition Loyalty Hub** reminds customers about all the available offers and rewards they have. Most customers tend to forget about their options, only realizing later on that they could have used a coupon during checkout, which is a let-down. By reminding customers that they have active offers, the device prevents this poor experience from occurring.

Thanks for picking a reward. The staff will confirm it in a moment.

Not now, thanks

Save 200 EUR 20% discount
For 80 points

Free coffee
For 80 points

Free parking
For 80 points

Nickname BRONZE

Your balance **1254** ↑

Registered purchase

Purchase total **1 000 EUR**

Purchase date **2020. 08. 01**

Loyalty points gained **100 points**

The Mall Club

Switch back to Staff Side

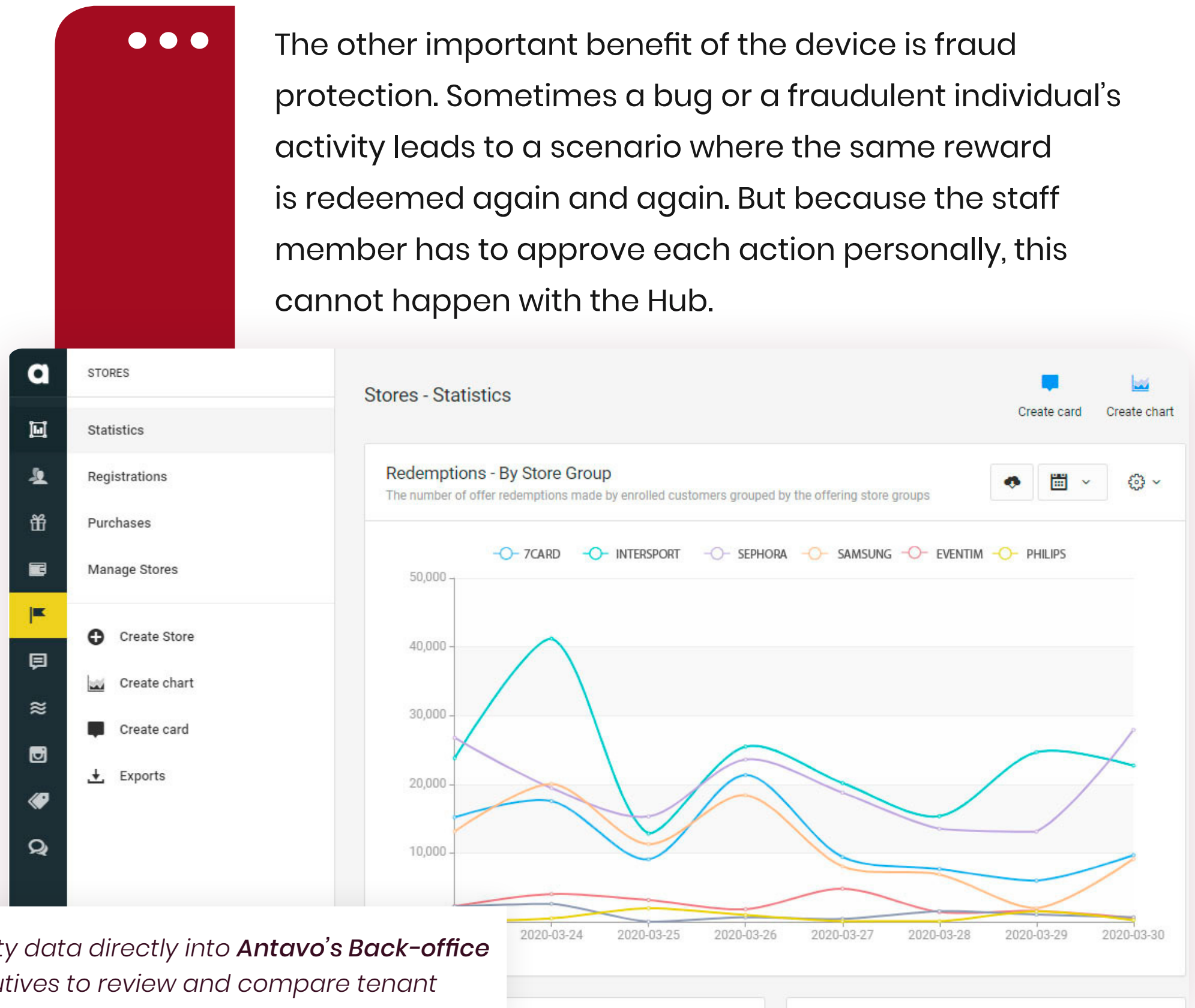
CLH Benefits:

Better Tracking & Fraud Protection

By enabling in-store customer enrollment and customer identification, Antavo's Loyalty Hub allows brands to collect valuable information about their customer's shopping habits.

It can then be used to create personalized offers and even display cross-brand deals inside the loyalty program.

The other important benefit of the device is fraud protection. Sometimes a bug or a fraudulent individual's activity leads to a scenario where the same reward is redeemed again and again. But because the staff member has to approve each action personally, this cannot happen with the Hub.



Syncing the loyalty data directly into **Antavo's Back-office** allows CRM executives to review and compare tenant performance, using a series of dashboards and analytics.

Meet the Membership Site SDK

Loyalty program membership pages are microsites embedded into the original website architecture. Membership sites are usually created by the loyalty program provider, a dedicated third-party, or in-house by the company — but the development and reviewing process tends to consume a lot of time either way.

Antavo offers a new approach that leaves the design process in your hands while providing all the tools and connections necessary to make swift yet professional work: **the Membership Site SDK.**

Using Antavo's Membership Site SDK, creating such detailed and engaging membership sites takes much less effort.

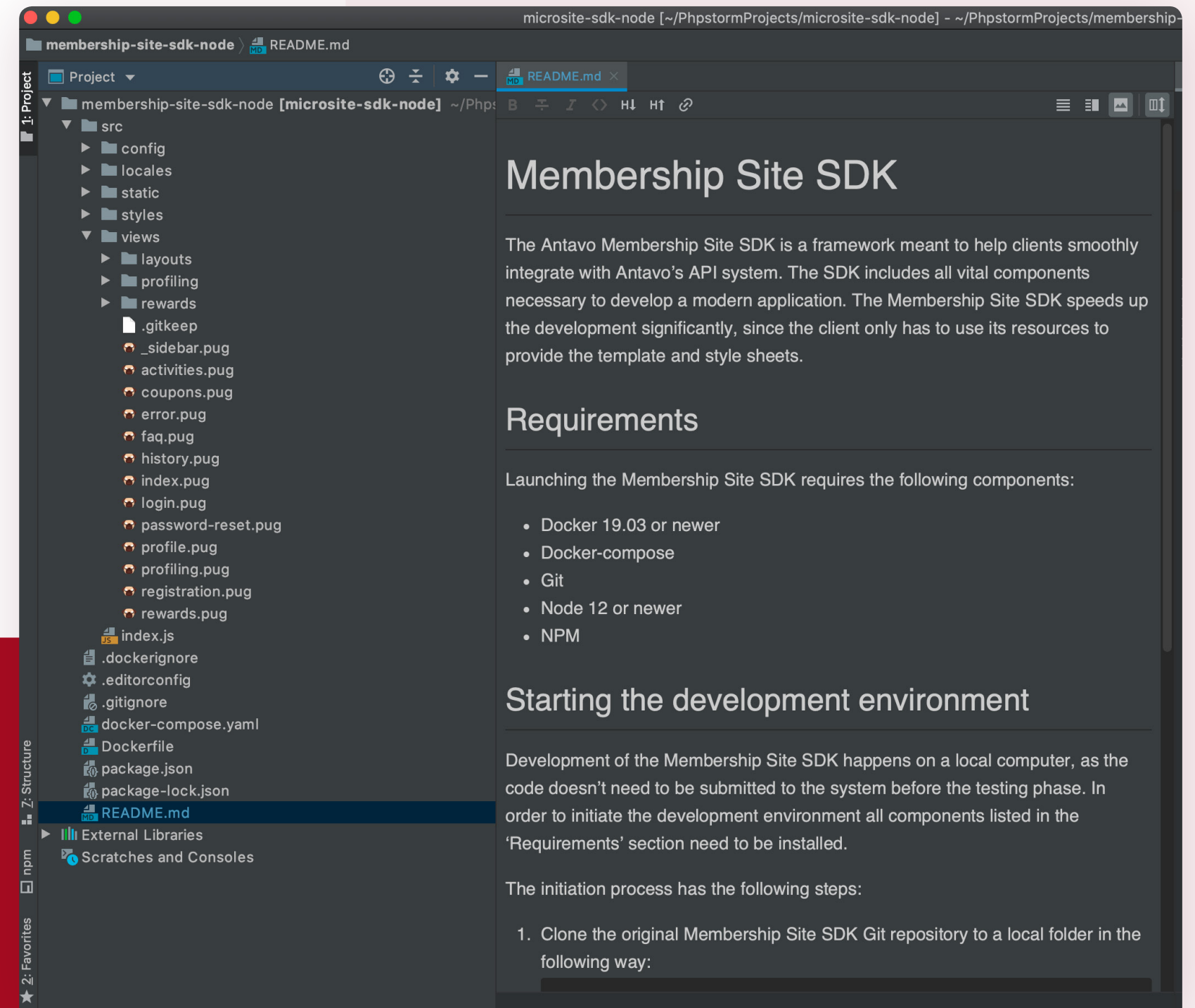
The screenshot displays the 'The Store Club' membership site interface. At the top, there is a navigation bar with 'Home', 'Man', 'Woman', and 'My Club'. Below this, the user profile for 'Adele Smith' is shown, indicating she is a 'Gold Member' with 485 points and 154 points until the next tier. A progress bar for 'NUMBER OF VISITS' shows 5 out of 5 completed. The 'Rewards' section features four items: Armani (20% OFF), Karl Lagerfeld (5% OFF), Calvin Klein (5% OFF), and Diesel (10% OFF). The 'Challenges & Events' section includes 'Private Shopping Event', 'Win a Luxury Cruise Holiday', 'Fashion Show', and 'Early Access for Capsule Collections', each with a 'LEARN MORE' button.

How the Membership Site SDK Works

Once it's finalized, the membership site can be made live in a second, as Antavo's system checks the status of the project continuously, and publishes it automatically.

The Membership Site SDK is a predefined list of template files featuring all of Antavo's code and software necessary to design the membership site in a live environment. Available through a Git repository, copies of the files are downloaded by developers, who are then able to design the loyalty program sites in their own development environment.

Because the project is fully connected to **Antavo's Back-office**, fully functional membership sites can be tested, demoed, and reviewed by decision-makers at your company without publishing those sites to the public.



The Values of the Membership Site SDK

With the Membership Site SDK, Antavo provides companies a more customizable, quicker, and more reliable development method for designing their loyalty program membership area.

With it, you enjoy:



Full creative freedom over the membership site



An unrestricted development environment



More room to review the results internally



Quicker development time, as IT doesn't need to learn new tools



Easier and more automated launches

Enter the Next Era of Customer Loyalty

Learn more about the enterprise-grade
customer retention technologies

**Contact Antavo
and get in touch with our experts!**

EBOOKS

DEMO

www.antavo.com