Praemia – Customer Loyalty Programme

Driving retail sales by innovative loyalty program

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Objective

MOTIVATE Dealer's Sales Person

Expand sales revenues, channel loyalty and market share through a well-designed, well-implemented and effective reward programme for dealer's Sales Persons by introducing incentive on every sale done through him.

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Benefits of **PRAEMIA**

- Dealer sales person plays key role in influencing customers to buy the products they recommend.
- PRAEMIA is a loyalty program aimed at promoting the company's products by making Dealer's sales staff happy.
- It is easy, accessible and intuitive platform specially **designed** keeping in mind the level of Dealer's Sales persons.

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Key features of **PRAEMIA**

- User Management
- Interface to create Dealer's Sales staff
- System will capture below mentioned details
  - Dealer's Sales Person Name
  - Mobile Number , Email ID (optional)
  - Dealer Name
  - Dealer Address
  - Dealer's Coupon Target

contd..

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Key features of **PRAEMIA**

- SMS notification on User Registration, Reward points addition and redeem.
- Admin can send promotional SMS and Email to their Sales staff and internal users
- Reward Gift management

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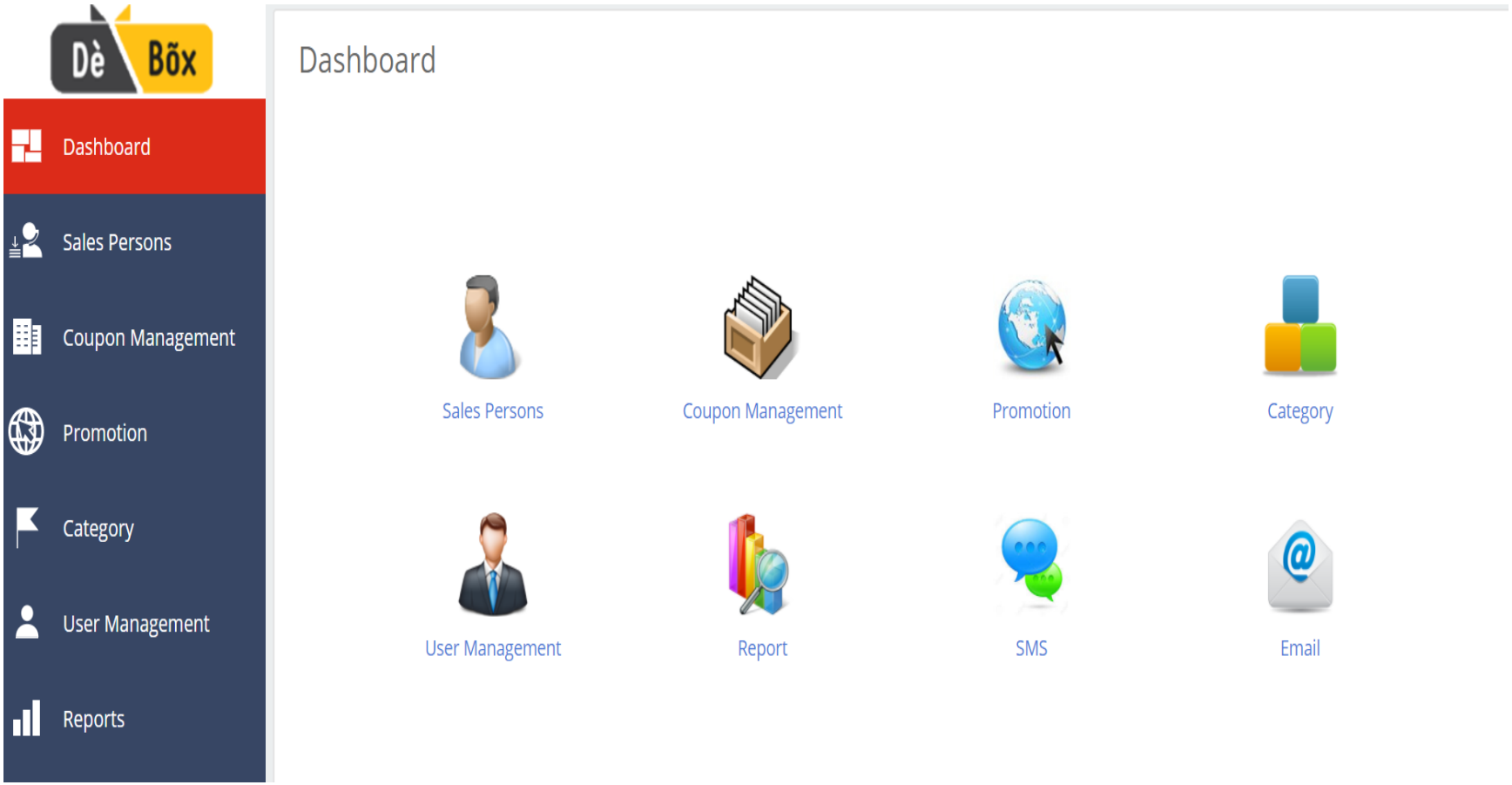
Dash Board



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Sales Persons Management

Dealer's Sales Person Registration

- Admin can create Dealer's Sales person through Manual Entry or upload through Excel

Registration Confirmation

- Post Registration, system will send registration confirmation through SMS on registered mobile number

Modification

- In case of change in mobile number, Admin can change mobile number of registered Dealer's Sales staff

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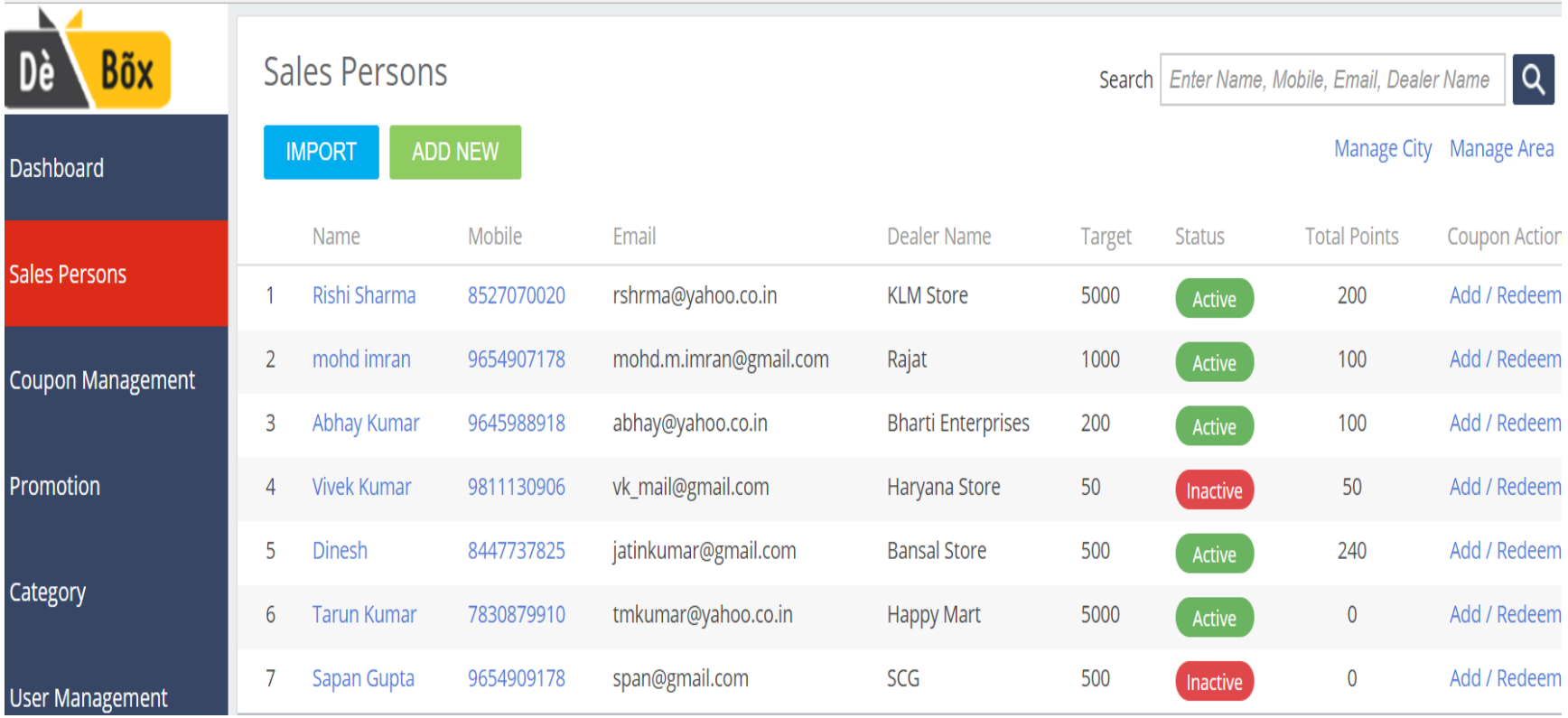
Sales Person Creation



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Coupon Management

Coupon Creation

⑩ Admin can create required coupon with Loyalty Points and validity.

Coupon Printing

- Post generation of coupons, coupon details can be extracted in excel sheet for printing.

Coupon Utilization

- Coupons will be placed in the product packing that goes out for sale to the Dealers.
- Dealer's sales person will text this 8 digit coupon code using his registered mobile number on given number.
- Coupon code will be validated by the system and response will be sent back to him/her

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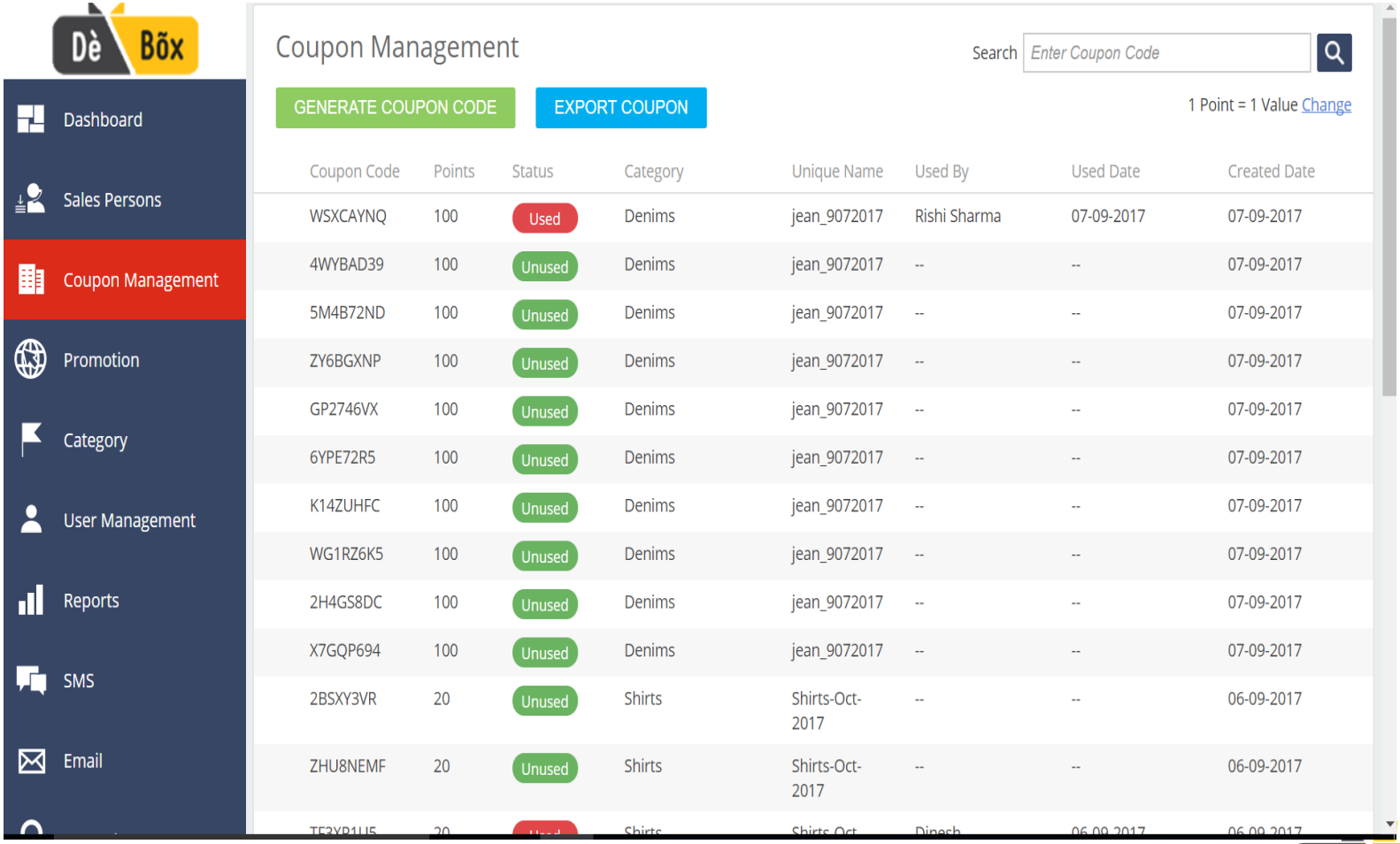
Coupon Management



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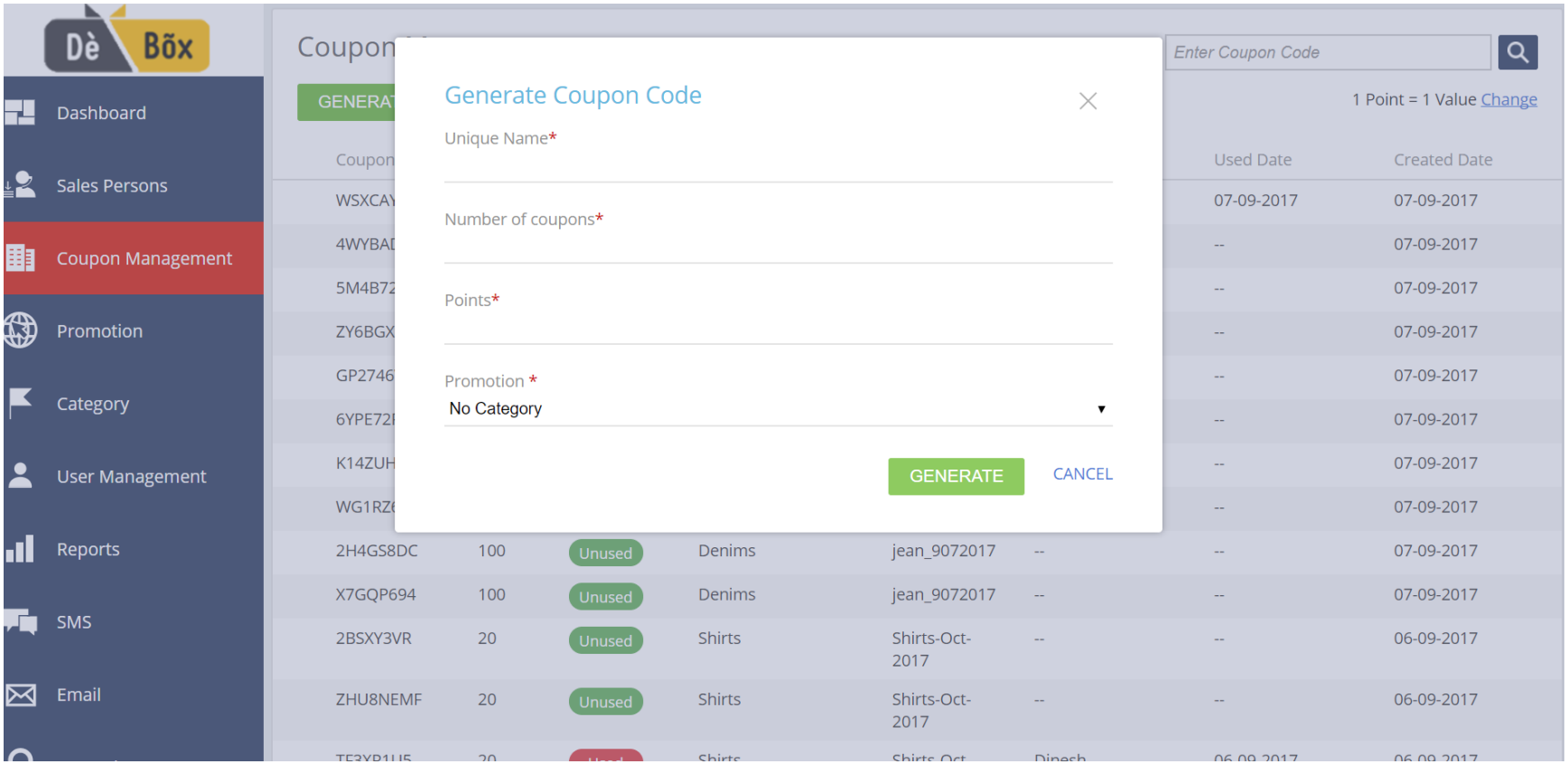
Coupon Management



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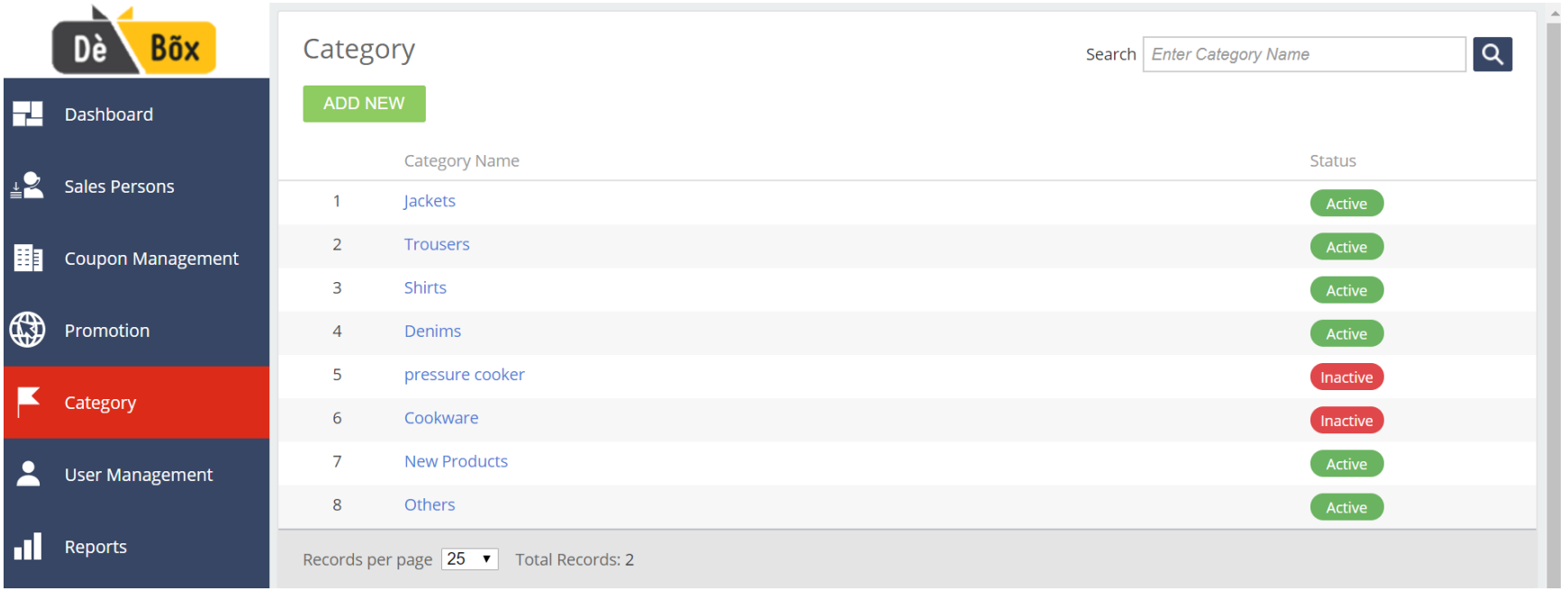
Category Management



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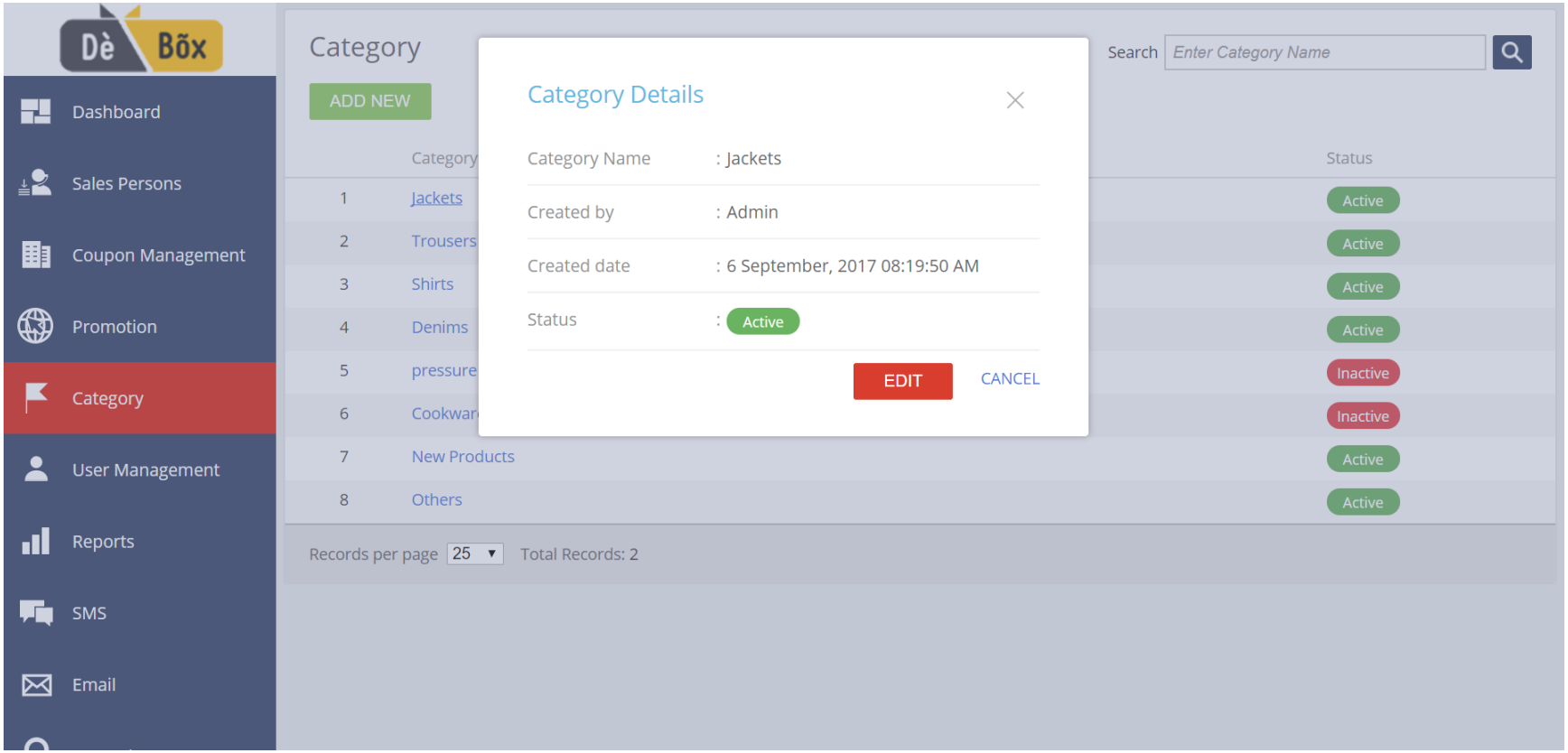
Category Management



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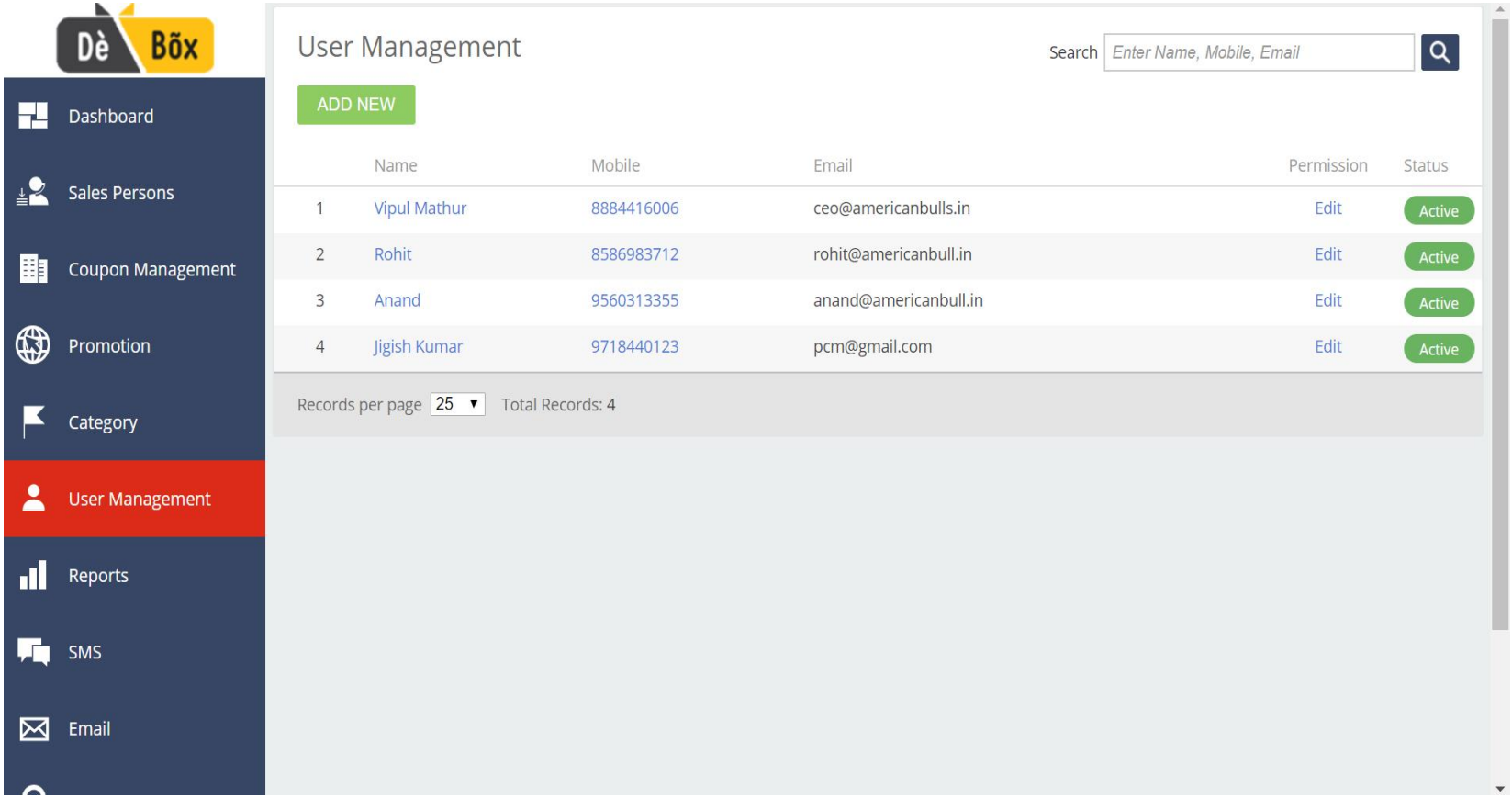
User Management



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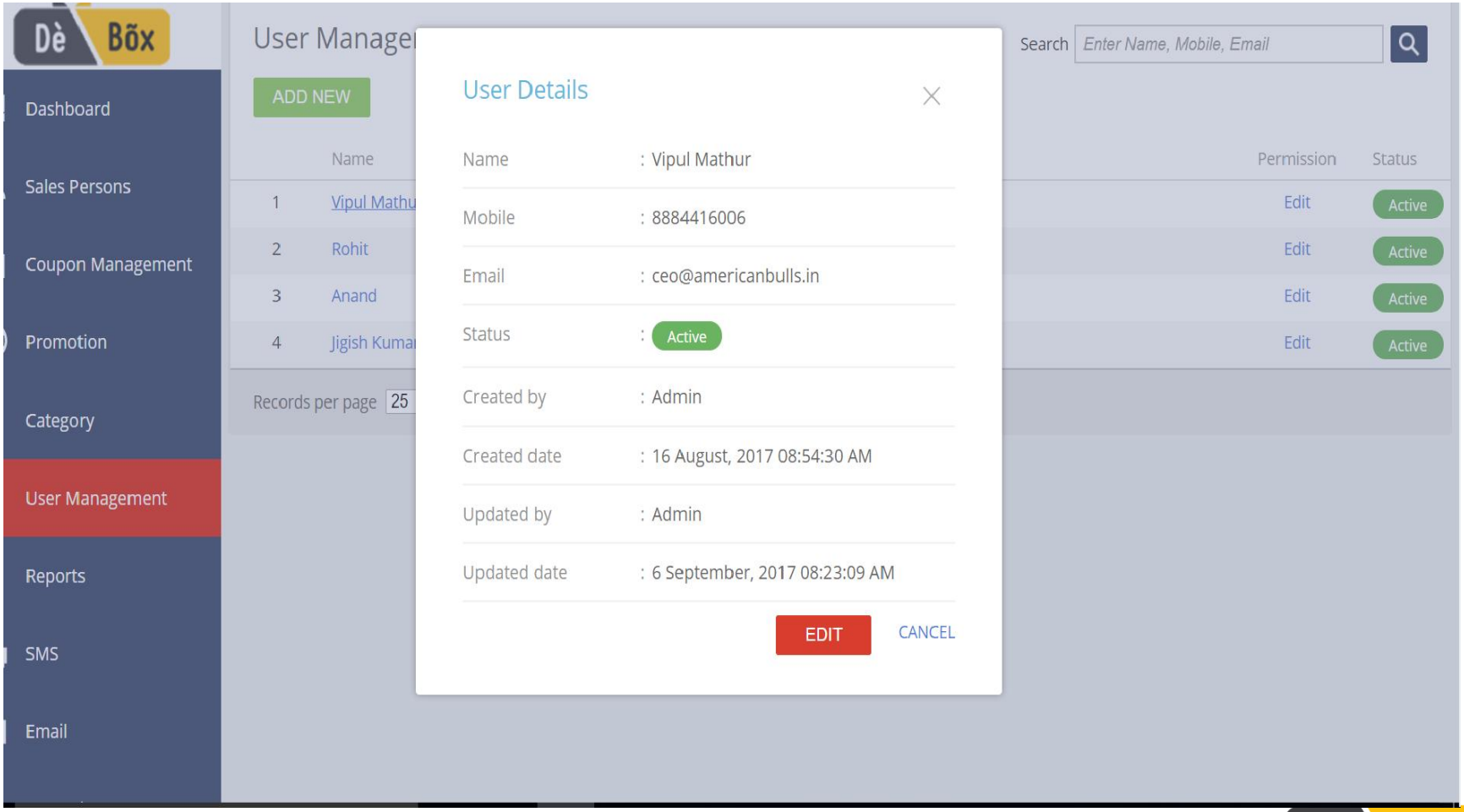
User Management



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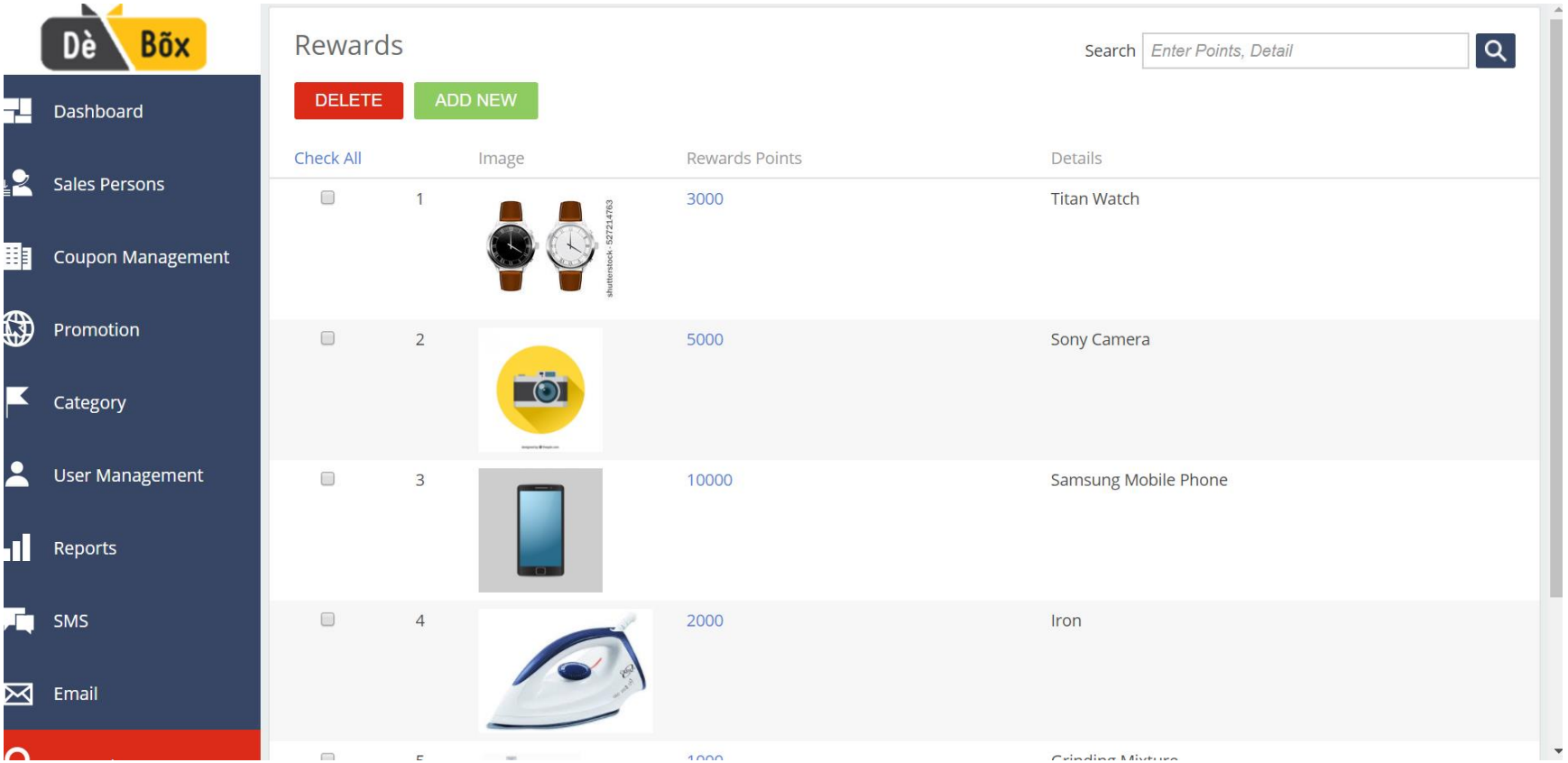
Rewards Management



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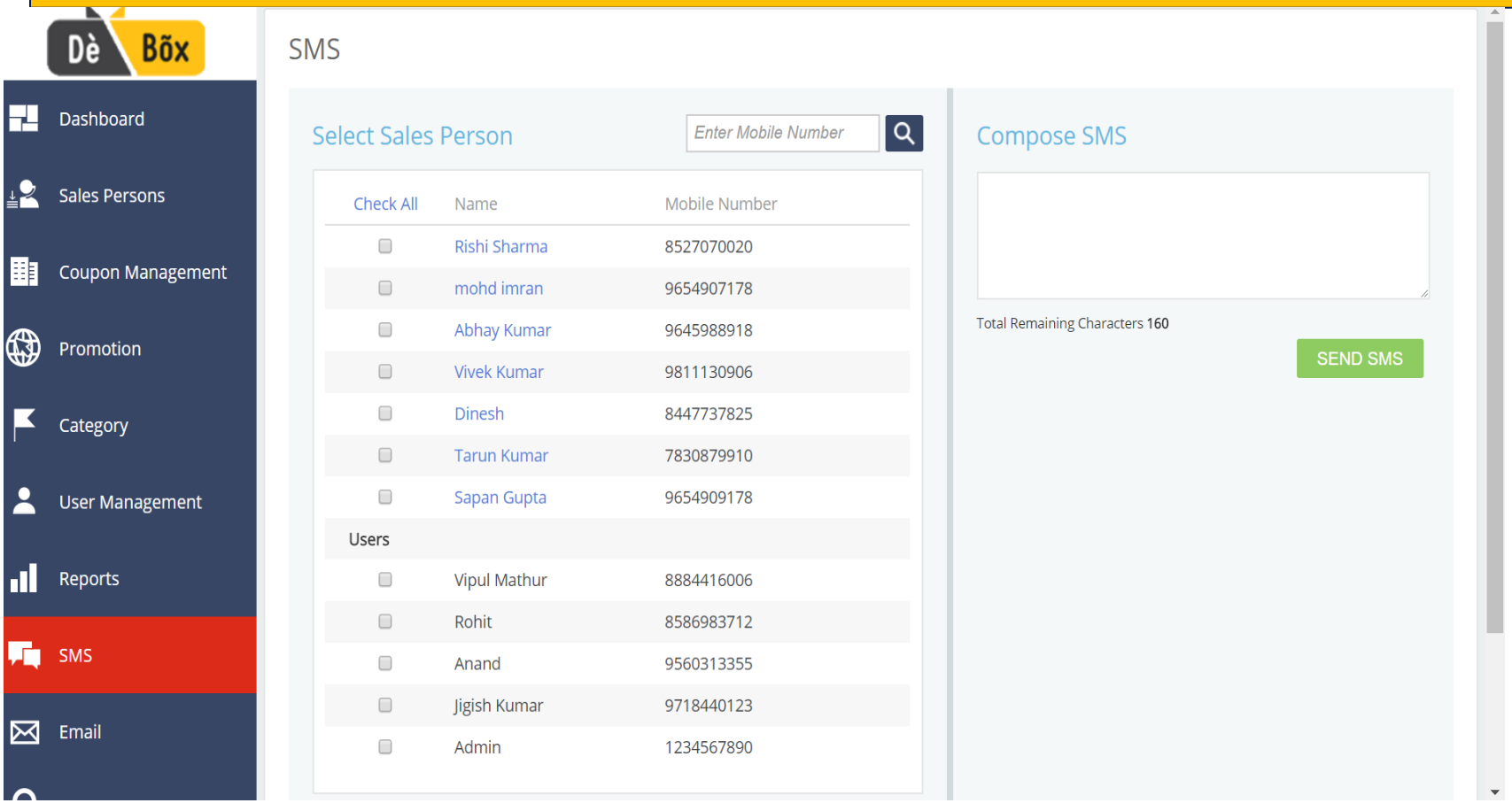
SMS Feature



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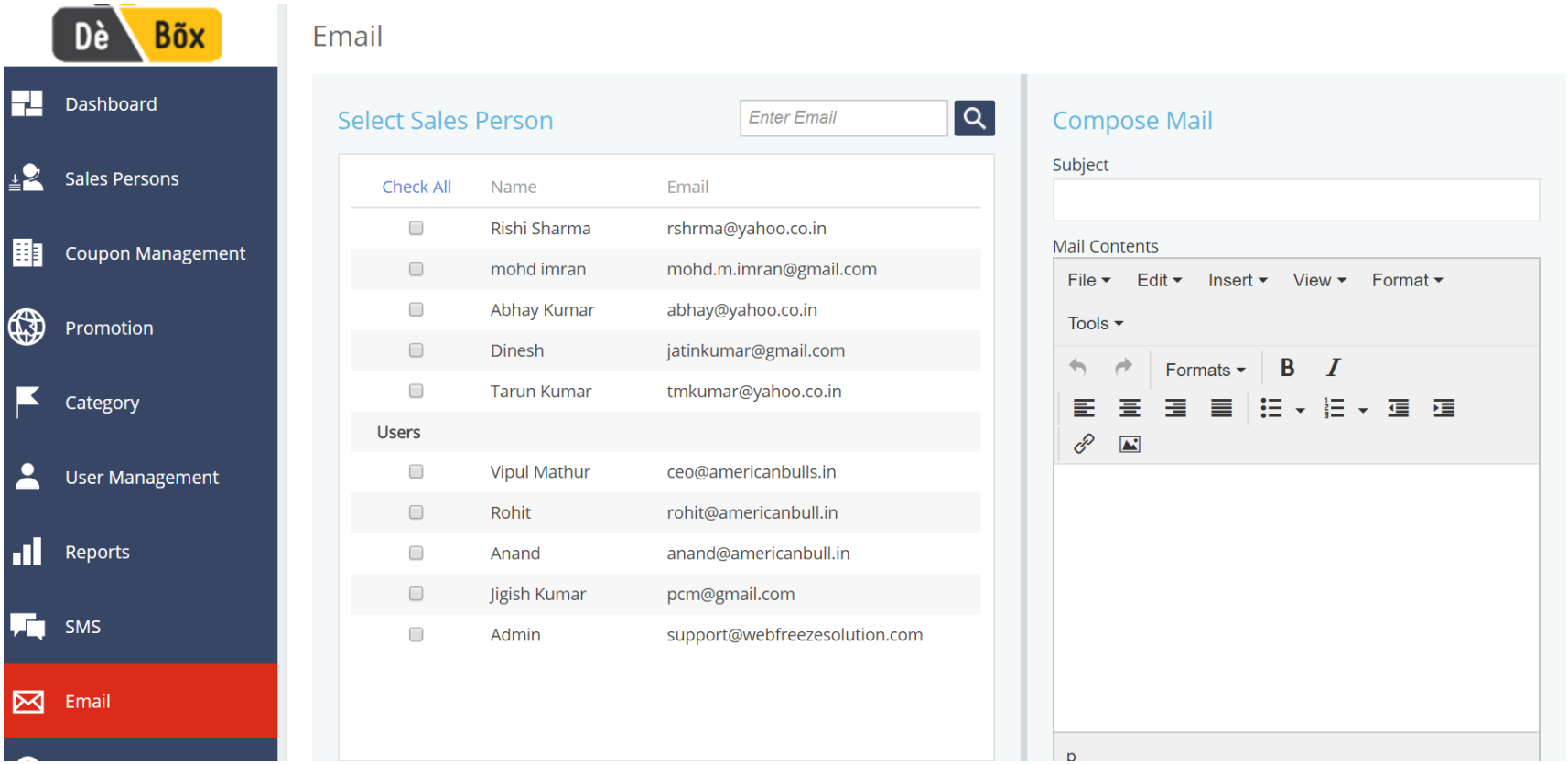
Email Feature



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Reports

Dealer’s Sales person Wise Report

Dealer Target wise v/s achievement Report

City wise Report

Or Any Customized Report Required by client

RIDING HIGH ON AMERICANBULL

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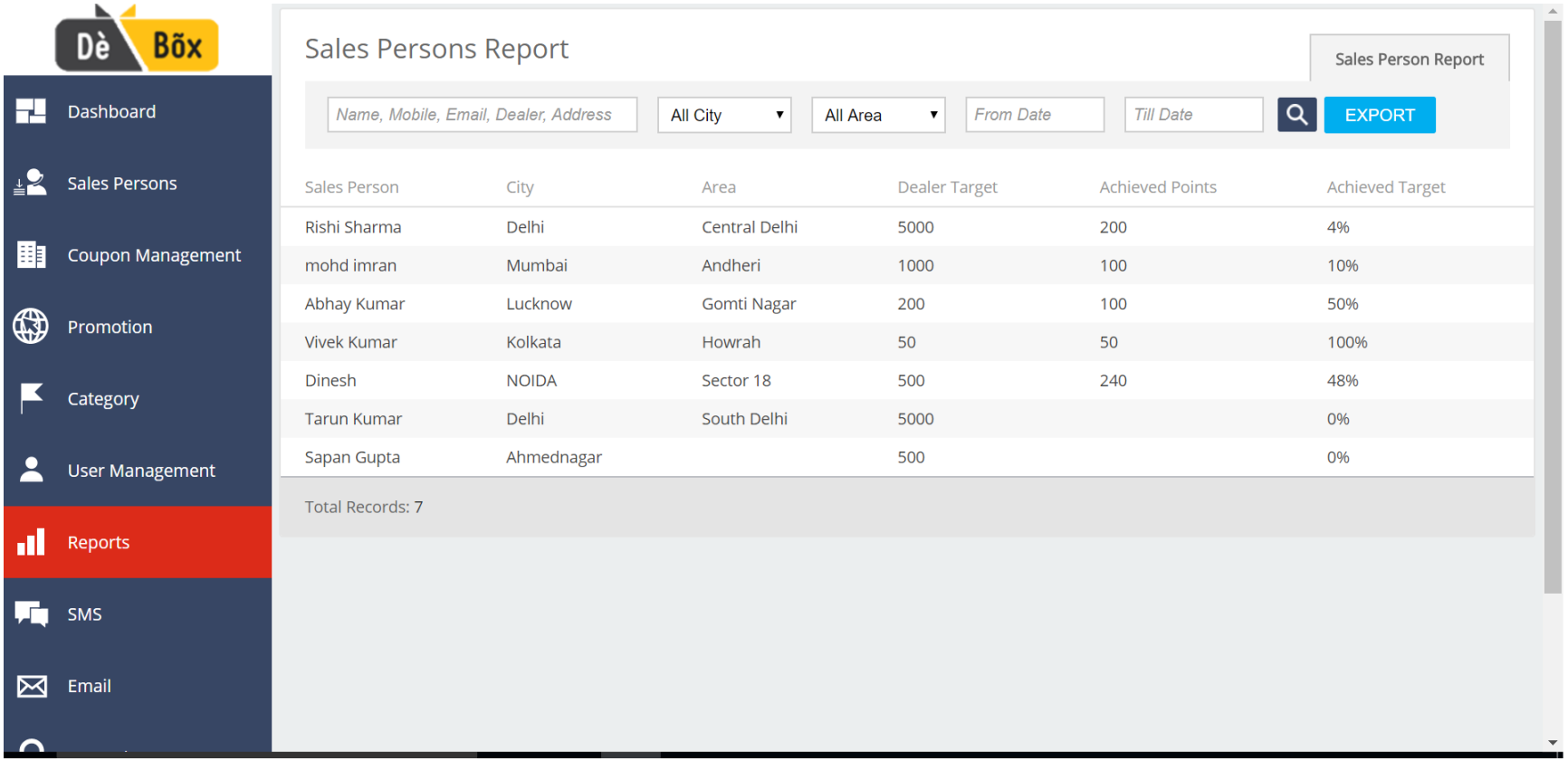
Reports



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