



Customers have been the most essential assets to all servicing industries whereby the management team will be able to have targeted customers for all the cross sell & up sell activities. It would be easier for the management team to design packages around the current existing customers. Of course, the loyalty program is here to not only managing existing customers but also new prospective and potential customer to become part of their family

The adoption of online loyalty program management is not only embraces paperless environment but it helps to reduce acquisition cost as the customers have been moved to online. It also helps to have more personalized service through more accurate customer data. By doing so, the organization will be able to reduce the marketing cost as the organization has more specific and precise target customer in executing the marketing campaigns rather than vague and imprecise target.

Trix Loyalty Program Management is a comprehensive tool used to manage servicing industries' customers within their organization. The system is designed with the objective to further increase the efficiency within the loyalty department to service their customers better. The main objective is to improve customers spending and also customers' retention

Trix Loyalty Program Management is designed with the ultimate aim to assist servicing industries players to provide better customers servicing as the basic fundamental and also to further increase the customer base through promotion of the products in the marketing campaigns. The execution of the points systems within the Trix Loyalty Program Management will drive the servicing organization to have demographic view of the customers

MyLoyalty

It is a dashboard whereby the user will be able to view the current activities take place in the system. This feature is to provide the facility where the user can have a single view on activities that need to perform by the user himself as it will act filing rack on the items need to be executed for the day

Membership Management

This feature is design whereby the user will be able to keep track on the Information as in when the customer has register himself as the loyalty program membership and also the subsequent information as the collection and also other information related to the membership application information.

Apart from that, Trix Membership Management provides the user with the abilities to upgrade the categorization of the membership of a particular member based on the reports whereby the number of active transaction in terms of purchasing power within a duration period. The organization will be able to appreciate their active customers by promoting them to higher classification of memberships

Transaction Management

Transaction Management is the tool whereby the system will keep track on all the transaction performed by the individual customer. The transaction will also be able to tie up with the campaign executed by the organization. This is important to tag the transaction based on the campaign events as it will help the organization to evaluate the overall reception and also effectiveness of the campaign in terms of performance and monetary aspect. The information of the transaction is important as it does not only store the information of total invoiced but the method of the transaction took place.

Close look into TrixCRM

- It is web based solution
- Full blown CRM suites with modular basis
- Empowers latest technology to provide additional cutting edge to client in both operation and marketing
- Enables few touch points
 - ⇒ Telephony
 - ⇒ Email
 - ⇒ SMS
 - ⇒ Fax
 - ⇒ Web self care
- Built in communicator:
 - ⇒ Email notification
 - ⇒ SMS notification
 - ⇒ System notification

Features within Trix Loyalty Program Management

- MyLoyalty management
- Membership management
- Transaction management
- Transaction monitoring
- Redemption management
- Points acceleration
- Events management
- Product management
- Service level agreement
- Card reader
- Offline reader mechanism
- Batch synchronization
- Account management
- Audit trail management
- Contact and account management
- Process management
- Reporting management
- Administrative



The detail transaction will be capture in the system will be as:

- ✦ Location of transaction
- ✦ Retail shop
- ✦ Product purchased
- ✦ Total amount purchased
- ✦ Total points accumulated
- ✦ Date and time of transaction

Redemption Management

Trix Redemption Management is certainly the key feature for the user whereby the system assist the user to provide insight information on the detail redemption activities took place within the organization. There will be a product catalogue as well to keep track on all the products or rewards offerings based on the categorization. This will be important to keep track on the availability and popularity of the products.

Apart from the popularity of the product, the system will be able to identify the historical redemption that been done by the customer. This will not only be able to know exact number of redemption being done over time but to identify the activeness of the customer

Reporting

Trix Reporting Management gives manager & operation team the information necessary to manage the business metrics. It also support the file export directly to standard Microsoft suite of application such as Excel, HTML, Rich Text format and etc It also provides the accessibility to:

- Gain complete audit trail
- Comprehensive information into the incidents details
- View graphical representation on desired reports
- Utilize extensive custom reporting capability with business object
- Export desired reports into excel, csv and etc

Points Acceleration

Point's acceleration is the tool used by the management or backend operation team to perform adjustments to the points being accumulated by the customers. The needs for this function is also to tie up points accumulation by the customers through the marketing campaigns that being designed for a specific duration.

Event Management

The Event Management will be used as part of the promotional or campaign blast to the customers. There will be a tool for the segmentation of the customers, so the campaign designer will be able to capture the specific target segment for the campaign to be executed. This will ensure the campaign is tailored for the specific group.

Account and Contract Management

Account and Contact Management has the capabilities to supports a full integrated and detail view of customer information. It's allows you to map the customer organization structure and interlink customer ID with the change requests. This is to ensure a tied integrated mechanism where change requests are closed linked together with the customer.

TrixCRM Account Management provides you the additional capabilities to register and identify with your customers behavior patterns. Providing your organization with key information to engage each individual customer in a more personalized and customized package. This also adds the capabilities for you to identify buyer behavior patterns that could be a factor of segmenting your market

Hardware & Software Requirements

Database Management Software (DBMS)

- Microsoft® SQL Server 2000 onwards
- MYSQL® version 5.0 onwards

TrixCRM is compatible with

- Microsoft ® Window XP Professional SP1 or later
- Microsoft ® Window Vista
- Microsoft ® Window 7
- Microsoft ® Window Server 2003 onwards

Minimal hardware requirement

- Quad Core Xeon Pro 12MB Cache,2.83GHz
- 4GB (4x1GB) DDR-2 667MHz ECC Memory
- 2x250GB, 3.5", 7.2Krpm, SATA II Hard Drive
- Raid 1, SAS6iR Card