

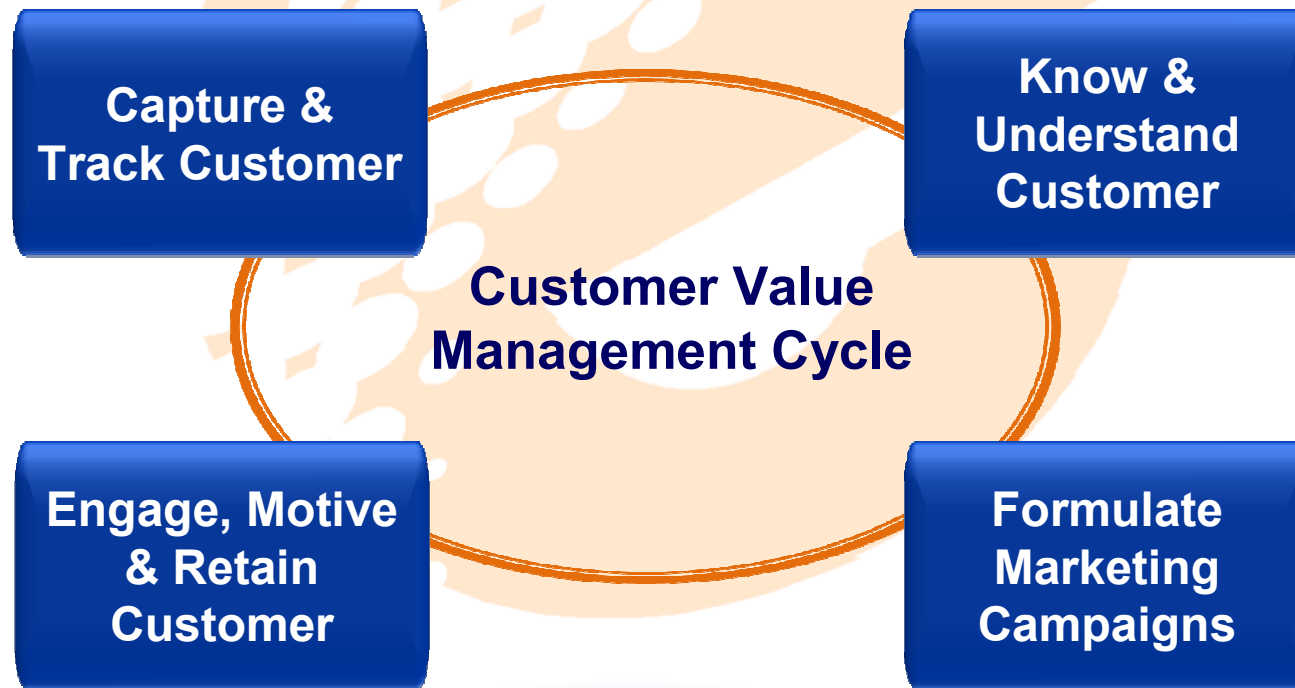
Case Study: Adoption of SaaS-based Customer Loyalty Program

What is Software-as-a-Service (SaaS)?

Making software solutions available to companies, large or small, via the Internet without costly software and hardware investment and complex management



Businesses are constantly striving to maximize the return on their most important asset – customer



**Customer loyalty programs can
help businesses improve
customer engagement,
increase marketing and
operational efficiency and drive
up bottom lines**



Many businesses have yet to take advantage of customer loyalty programs, thinking that they are

... too
DIFFICULT to setup

... too
COMPLEX to manage

... too
EXPENSIVE to run

... too
COSTLY to maintain

“Truth or Myth?”

Case Study: DHL



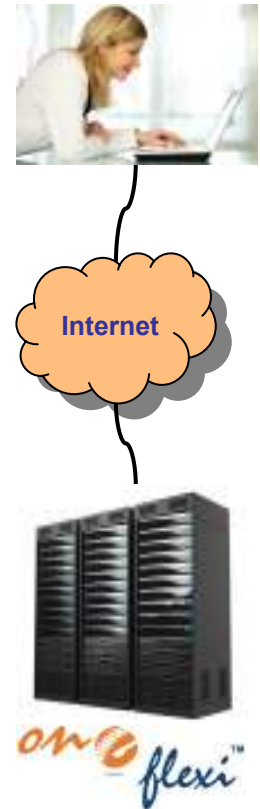
- **Motivation for implementing a loyalty programme**
 - **Improve customer engagement**
 - **Encourage customers to use services**
 - **Enhance customer retention**
 - **Generate incremental business**
- **Challenges of implementation**
 - **Tight implementation timeline**
 - **Involving multiple countries**
 - **Limited resources**
 - **No impact on its systems**
 - **Tight budget**

Solution by OneEmpower



How the solution was implemented

- Worked with regional office in Singapore
- Set up OneFlexi™ with components for:
 - Member management
 - Rewards management
 - Redemption management
 - Targeted marketing
 - Reports and statistics
- No complex integration
- Business users and members access and use OneFlexi™ via the Internet
- Minimal resources required
- No travelling – solution is hosted and run out of Singapore



1 View / update profile

Edit My Profile

Customer ID: 12345678
 Company: LTY Consuery (Thailand) Ltd.
 Contact Name: THIRAT SANGSANG
 Email: T_Singsang@LTY.com
 Contact Number: 8812345678
 Mobile Number: 8887884321
 Address: 88/14 MOO 10 CHANGKAT RD. EOT, HJAMARK, BANGKOK
 Postal Code: 10140
 Country: THAILAND

☐ I would like to register for the DHL Rewards For You Campaign

3 Redeem rewards

2 View transactions and balances

My Transactions

Get 1 worth of DHL dollars for every you ship above the minimum shipment value throughout the campaign period

My Balance

Total shipment value during campaign period	THB	300,000
Minimum shipment value	THB	300,000
Campaign Award received minimum shipment value	THB	300,000
Total DHL points earned		20,000
Total DHL points redeemed		2,000
Balance DHL points available		18,000

My Redemptions

S/N	Date	Issue	DHL Dollar	Quantity
1	20 Sep 10	THB100 DHL Shipping Voucher	100	1

Shipment value excludes fuel surcharge, custom duties and taxes

My Transactions

Month	Shipment Value (THB)
JUNE 2010	300,000
JULY 2010	300,000
AUGUST 2010	300,000
Total	900,000

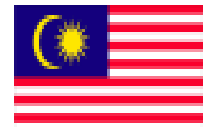
Redeem Vouchers

THB100 Starbucks Powder

Quantity:

Summary

- **Quick-to-market: launched within 5 weeks**
- **Covered multiple countries: 5 countries**
- **No capital investment: system hardware and software all provided for**
- **Cost effective and efficient:**
 - **Minimal resources required – only marketing was involved, no need to involve IT department**
 - **No system integration**
 - **No travelling to individual country**
 - **No ongoing software maintenance**
 - **Just pay service fee for the services used**



The advantages of software-as-a-service and cloud computing are obvious

- 1 No upfront investment
- 2 No ongoing maintenance



Size matters very little to OneFlexi™ – designed to meet your business needs like a fine business suit, large or small

Just subscribe to the service, plug into Internet and start using – doesn't matter whether you are a MNC or SME



Next Gen NBN

Making SaaS & Cloud Computing even more compelling

- **Ultra high speed**
- **Affordable prices**
- **More reliable and secure services**
- **Boost productivity and competitiveness**

Providing Exciting New Opportunities

Transform Your Business With **one** flexi™



First Class Solution for Loyalty Marketing & Prepaid/Gift Card
Programs at **Economy Class** Price

THANK YOU

Contact us:
info@oneempower.com