

Exchange Solutions provides IBM® WebSphere® Commerce customers with Smarter Loyalty capabilities

Overview

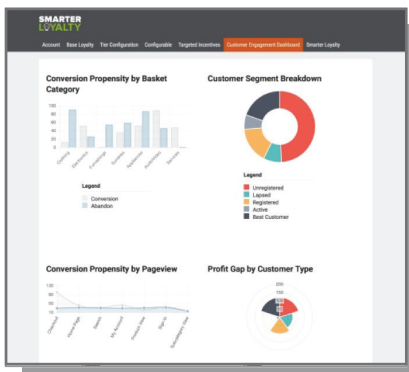
- Integrated suite of loyalty & analysis capabilities within WebSphere Commerce.
- Applicable for supercharging an existing loyalty program or implementing a new customer engagement solution.
- Delivers all the functionality for a standard ecommerce loyalty program and also “smarter loyalty” capabilities that identify and quantify customer behavior gaps in high value ecommerce behaviors and use targeted, 1:1 offers & incentives, in real-time, to drive incremental performance from shoppers.



Ready for Smarter Commerce

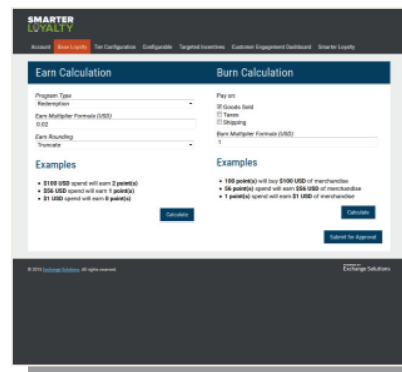
Key Components

Smarter Loyalty Dashboard



Website listening & analysis tool that uncovers customer behavior gaps.

Smarter Loyalty Standard Edition



Core loyalty functionality that enables reward currency earn / burn, leading to repeat purchase.

Smarter Loyalty Premium Managed Service



1:1, real-time offers / incentives focused on driving incremental customer behavior.

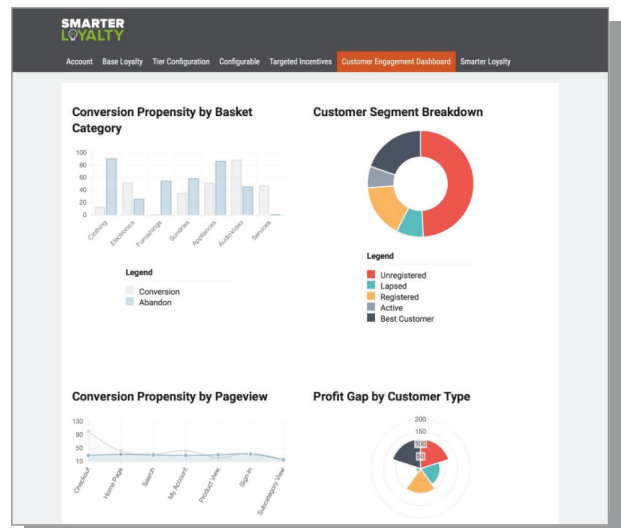
Benefits

- Only loyalty solution to have its integration with WebSphere Commerce validated as Ready for Smarter Commerce
- No additional capital expenditure
- Risk-free pricing structure (e.g., free trials, performance-based pricing)

Smarter Loyalty Dashboard

Overview

- Real-time, website listening & analysis tool
- Uncovers insights on individual customer behavior gaps (i.e., the behaviors that customers are NOT performing), tailored to the ecommerce behaviors that matter most to the business (e.g., conversion, cross-sell, up-sell, referral etc.)
- Organizes these insights in a real-time dashboard around:
 - Customer value
 - Customer propensity-to-purchase
 - Purchase correlation with other customer events on website
 - Missed opportunity (e.g., abandoned carts)
 - Financial opportunity if gaps are closed
- Available independently or packaged with the Smarter Loyalty Standard & Premium offerings



Key Components

Listening Capability For WebSphere Commerce

- Web beacon downloaded and installed directly in WebSphere Commerce
- Transmits customer's clickstream data (e.g., items viewed, items purchased, carts abandoned, buttons clicked, etc.)

Analysis Dashboard

- Interactive dashboard that presents insights, based on captured activity

Benefits

- Uncovers customer behavior gaps in key ecommerce behaviors, helping the **business target** “**low-hanging fruit**” and high value, low propensity customer groups
- Uncovers the full **profit potential** of the online business
- Establishes a **business case and roadmap** for a premium Smarter Loyalty engagement (i.e., 1:1, targeted offers) that will capitalize on identified behavior gaps

Smarter Loyalty Standard Edition

Overview

- The Smarter Loyalty Standard Edition immediately enhances a business' WebSphere store with core loyalty functionality
- Integrated within WebSphere and leverages an out-of-the- box installation
- Available with a 60 day free trial period, then moves to a monthly fee
- Comes with free Smarter Loyalty Dashboard

Key Components

Listening Capability For WebSphere Commerce

- Assigns a singular reward currency that can be tied to store transactions and promotional offers

Currency Earn / Burn Multiplier

- Ability to configure currency earn / burn rates to match business model

Point Bank / Behavior Tracking

- Tracks all loyalty transactions, and loyalty affiliated behaviors

Reward Currency Payment Gateway

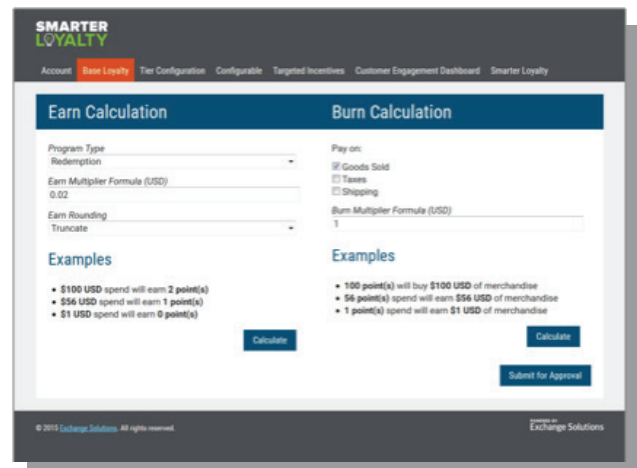
- Enables currency burn at the time of checkout

Tiering Functionality

- Enables a tiered loyalty program structure

Benefits

- Drives **increased sales** and repeat purchases
- Converts unknown **shoppers to “members”**
- Tracks key customer behavior to enable more **effective customer segmentation & communication**
- Provides a singular currency that enhances promotions and other marketing activities
- Uncovers **valuable insights / analysis** on customer behavior gaps (via Smarter Loyalty Dashboard)



Smarter Loyalty Premium Managed Service

Overview

- Smarter Loyalty Premium identifies and quantifies customer behavior gaps in high value ecommerce behaviors and uses targeted, 1:1 offers / incentives, in real-time, to drive incremental performance from shoppers
- Applicable for optimizing the Smarter Loyalty Standard Edition, enhancing a 3rd party loyalty program, or providing a standalone customer engagement solution
- Available as a managed service via Exchange Solutions, operated under commercial terms (pay-per-performance)
- Comes with free Smarter Loyalty Dashboard



Individualized offer sample:

Refer a friend to the Aurora store and earn 500 Aurora Points when they make their first purchase! ACCEPT DECLINE

Key Components

Data Intake

- Leverages multiple data sources (e.g., Listening Capability for IBM WebSphere Commerce, IBM Digital Analytics, IBM Tealeaf®, etc.) to collect customer clickstream data (e.g., items viewed, items purchased, carts abandoned, buttons clicked etc.) to determine customer behavior gaps

Offer Messaging / Presentment

- Messaging function which presents personalized, 1:1 offers / incentives at the time of customer interaction, targeted at a customer's specific behavior gap

Intelligent Rules

- Configurable rules with machine-based learning that ensure presented offers/incentives are always economically rational, guaranteeing a positive ROI

Reward / Incentive Redemption (award of value)

- Supports multiple reward currencies (e.g., points, cash, coalition currencies, coupons, badging, merchandise etc.)
- Only fulfills reward if incremental behavior is performed

Benefits

- Targets and improves performance on **high-value ecommerce behaviors** (e.g., conversion, cross-sell, up-sell, cross-category, referral, etc.)
- **Optimizes promotional spend** by giving higher incentives to low propensity customers and minimized incentives to higher propensity customers
- Increases customer value by incenting **incremental behavior**
- **Deepens customer engagement**, at each stage of the Customer Journey
- Access to data scientists who **continuously optimize** intelligent rules and program performance

About Exchange Solutions

Exchange Solutions is a certified IBM Business Partner and has achieved Ready for Smarter Commerce validation, with synergies on an array of IBM products, including IBM WebSphere Commerce. Exchange Solutions designs, builds and operates intelligent customer engagement programs that improve customer lifetime value, retention and profitability. From offices in Boston and Toronto, Exchange Solutions has been helping leading retailers, financial institutions and online businesses create sustainable and profitable communities of engaged customers since 1996.

About IBM WebSphere Commerce

IBM WebSphere Commerce provides an e-commerce platform that can deliver seamless and consistent omni-channel shopping experiences, including mobile, social and in-store. WebSphere Commerce helps engage your customers with immersive brand experiences through contextually relevant content, marketing and promotions, while extending your brand across customer touch points.

Contact us to learn more

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