The **Future** of **Customer Engagement**!

Infoglen Transforming Customer Loyalty with Salesforce Loyalty Cloud: Tailored Solutions for Enhanced Retention.

Customer loyalty is vital for companies of all sizes, from retail stores to giants. In 2022, spending on loyalty programs reached **$5.57 billion**, with an expected increase to **$24 billion** by 2029. Despite strong adoption, **77%** of rewards-based loyalty programs fail within two years due to issues like poor communication, lack of personalization, and irrelevant rewards.

Enter Salesforce, the global leader in Customer Relationship Management (CRM). With a track record of pioneering customer-centric solutions, Salesforce introduces its latest game-changer – the Loyalty Management program. Tailored to empower businesses, this program is a beacon for recognizing, rewarding, and retaining customers, underscoring Salesforce's commitment to elevating customer relationships.

What is Salesforce Loyalty Management

Salesforce Loyalty Management, part of the Salesforce Customer 360 platform, is a robust and customizable solution for businesses. It creates a unified customer data source, enabling scalable personalization. With Loyalty Cloud, businesses in any industry can effortlessly build intelligent loyalty programs without coding, fostering increased customer engagement and repeat business. Integrated with Salesforce Digital 360, Services Cloud, and Tableau, it ensures a fully connected loyalty experience across all touchpoints.

Three R's of Salesforce Loyalty Management

R Recognize	**R** Reward	**R** Retain

Types of Loyalty Programs offered by Infoglen

Points-Based Loyalty Programs: Earn points for purchases or engagements, customized with Salesforce analytics, and communicated through personalized marketing.

Cash Back Programs: Receive a percentage of purchases as cash rewards, seamlessly integrated with Salesforce for financial insights, and automated for real-time updates.

Tiered Loyalty Programs: Offer varied rewards based on customer engagement, utilizing AI to predict behaviors for effective tier thresholds.

Co-branded Credit Cards: Collaborate with financial institutions seamlessly, managing customer data, tracking spending, and rewarding accrual.

Hybrid Loyalty Programs: Combine features for flexibility and broader customer appeal.

Coalition Loyalty Programs: Connect and integrate data for a unified loyalty experience, building a community for sharing insights and managing rewards.

Fee-based Loyalty Programs: Manage subscriptions and provide premium customer service.

Business Challenges -
Salesforce Loyalty Management Can Solve

01 Fragmented Customer Data: Siloed customer data across various systems

02 Difficulty in engaging customers beyond transactions

03 Lack of Personalization in customer experiences

04 Incomplete understanding of customer preferences and behaviors

05 Poor Integration with Financial Insights

06 Complex Loyalty Program Management

07 Difficulty in Building a Loyalty Community

08 Ineffective Subscription Management

Features of Salesforce Loyalty Management

Here's how Infoglen can transform your approach to loyalty powered by Salesforce Loyalty Management.

Single Source of Information

↗ Leverages Customer 360 to provide a centralized information hub for loyalty programs.

↗ Facilitates the visualization of unified customer profiles, enabling hyper-personalization for each program.

Analysis of Customer Behavior and Preferences

↗ Offers valuable insights into customer behavior, shopping habits, preferences, and engagement levels.

↗ Utilize this data to craft hyper-personalized loyalty programs that align closely with customer needs and interests.

Program Performance Optimization

↗ Provides real-time analytics and reports to monitor loyalty program performance.

↗ Identify areas for improvement and optimize program rules, rewards, and exchange options, enabling data-driven decision-making for enhanced program performance.

Design Attractive Loyalty Programs

↗ Create personalized loyalty programs for both B2B and B2C in any industry.

↗ Flexible program classification options, including points, levels, or membership, with customizable rules, rewards, and exchange choices.

↗ Recognizes the shift in customer expectations, emphasizing emotional connections by incorporating features like birthday wishes and contributions to social causes.

Customer Engagement and Retention Improvements

↗ Create personalized and engaging experiences to boost customer engagement and encourage repeat purchases.

↗ Enhance customer satisfaction, retention, and lifetime value by rewarding loyalty with exclusive offers, discounts, and experiences.

Unified Experiences

↗ Seamlessly integrates with other business solutions within the Salesforce ecosystem.

↗ Ensures unified customer experiences across various touchpoints, contributing to a cohesive and streamlined interaction process.

Advantages

Acquiring a new customer is 6 to 7 times more expensive than retaining an existing one. Moreover, existing customers tend to be more valuable, spending on average 67% more than new customers. Hence, deploying the Loyalty Cloud to gain your clients' trust is always a cost-effective solution. With Infoglen's expertise in the Loyalty management program, you can reap the following benefits:

↗ **Tailored Loyalty Programs:** Customize loyalty programs to align precisely with the specific needs and desires of your customers.

↗ **Intuitive User Experience:** Provides an intuitive and engaging user experience, ensuring customers find interactions with your brand seamless and enjoyable.

- ⭷ **Data Collection and Analysis:** Gathers and analyzes data on customer interactions, offering a deeper understanding of their needs and desires.

- ⭷ **Continuous Monitoring and Optimization:** Enhances the constant monitoring and optimization of loyalty programs, fostering a better understanding of customer behavior.

- ⭷ **Automated Loyalty Programs:** Allows for automated loyalty programs, saving valuable time and resources in program administration.

- ⭷ **Integration with Salesforce Tools:** Easily integrates with other Salesforce tools like Marketing Cloud and Sales Cloud, maximizing functionality without the need for code.

- ⭷ **Community Building:** Promotes the creation of a loyal customer community through enticing promotions, discounts, and offers.

- ⭷ **Increased Customer Retention:** Boosts customer retention through an effective loyalty strategy, resulting in increased sales and reduced costs of acquiring new customers.

Why Choose Us?

Proven Success
Trust in Infoglen's track record of successful implementations and enhancements, ensuring your loyalty programs deliver tangible results.

Scalability
Grow your loyalty initiatives effortlessly with Infoglen's support, adapting to the evolving needs of your business and customer base.

Innovation
Stay ahead in the competitive landscape with Infoglen's continuous updates and innovations, ensuring your loyalty programs are always cutting-edge.

Elevate Your Customer Loyalty Strategy Today!

Join the ranks of businesses revolutionizing customer loyalty with Salesforce Loyalty Management, expertly implemented and optimized by Infoglen. Let us help you create personalized, engaging, and rewarding experiences that keep your customers coming back for more.

Contact us for a personalized consultation and take the first step towards unlocking the full potential of your customer relationships with Infoglen.