TELESOFT
Attracting And Retaining Customers Through Technology Innovation

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Building loyalty and maintaining top-of-the-mind recall are vital in the business environment, especially in service-oriented industries. In a competitive business world, managing customer turnover is also essential. Merchants and marketers constantly look for innovation to attract and retain customers through personalized services and enhanced customer experiences. This can be achieved through shorter transaction times, as well as capturing and analyzing customer data to make personalized offerings.

Achieving this type of relationship requires a complete understanding of your customers and what drives their behavior. Being part of Access Group Company's NFC Loyalty Platform program adds great value. ATSL TeleSoft believes near field communication (NFC)-based rewards platform is an innovative loyalty and customer engagement platform that provides solutions to the customer "anytime

"A loyalty programme has to work essentially behind the scenes – akin to staying at a hotel, the experience has to be of minimal effort on the guest's part. The technology behind the new Aradhana by Jetwing system does an excellent job of ensuring ease of use, and is an innovation in the Sri Lankan hospitality industry. Through the card, we can ensure correct calculation of loyalty points, track spending, and maintain a comprehensive customer database; all of which contribute to providing an even better service the next time they visit any of our hotels. This is a tremendous improvement over the old system."

Ishanth Gunewardene,
Head of Sales & Marketing of Jetwing

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and anywhere". The platform comprises an enhanced backend that enables different business verticals reach to their customers efficiently. The solution also integrates with CRM systems, Internet, and mobile and social media marketing spaces, and is an ideal fit for the leisure, food and restaurant, health and fitness, clothing and department stores and automobile sectors. Cloud-hosted options also allow scaling up to enable affordability for SME retailers to join.
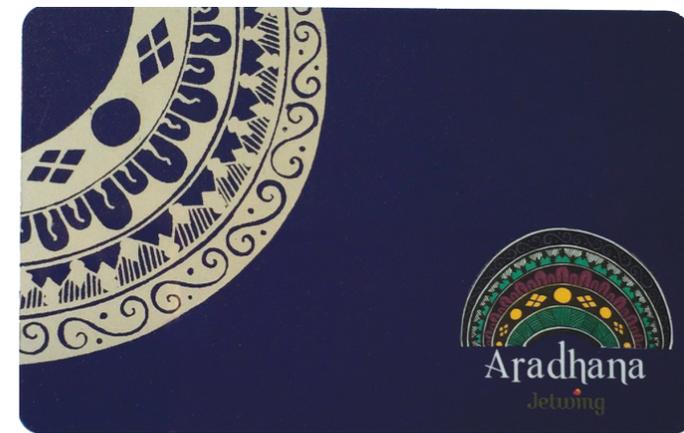
With the use of NFC technology, this program offers a wide range of facilities and tools required to enhance relationship growth, including strategies and tactics to address customer retention, promotions, lifetime value, cross-selling and up-selling. Customers, or users, can benefit by being informed of location-based promotional campaigns, real time promotional information and segment-specific

promotions, and the use of corporate cards. The NFC loyalty card also allows customers to carry their rewards and make real-time redemptions while on the move. The back office operation for the system is based on a system management web interface, enabling operations such as the creation of promotions, customer grouping and SMS broadcasts. The web interface also facilitates online analytical processing of a customer's data, helping to identify an individual's buying patterns etc.

The platform offers a range of features such as promotion management, customer profiling, rewards management, Purchasing patterns to customer smart phone app to manage their loyalty account.

Jetwing Hotels is Sri lanka's premier hospitality brand. The study explores the marketing challenges and how smart card technology overcomes these challenges in a developing nation such as Sri Lanka. A comprehensive profiling and segmenting engine at the core of the solution, complimented by smart cards, has enabled Jetwing Hotels to "know their customers" analytically.

The study also finds how people in developing countries respond to contactless technologies. This enables an enhanced customer experience by not only allowing shorter and more convenient transactions, but also by capturing

"TeleSoft Smart Loyalty Platform synergizes new technology and mobility. Being the pioneer in NFC and GPRS enabled solutions in Sri Lanka, it has been our pleasure to serve one of the best in the leisure sector with technology innovation. The way people communicate and perform transactions are changing rapidly in the 21st century. In an era where the world is moving towards "contactless" and "cash-less" transactions, we believe this platform will compliment retailers grow and sustain their brand value"

Sampath Paranavitane,
COO of ATSL Telesoft

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Aradhana loyalty membership Card

With the use of NFC technology, this program offers a wide range of facilities and tools required to enhance relationship growth, including strategies and tactics to address customer retention, promotions, lifetime value, cross-selling and up-selling.

a treasure trove of customer data and offering highly effective promotions. In an era where "dynamic purchasing patterns" and "impulse buying" were on the rise, growing and sustaining a loyalty base for Aradhana by Jetwing was a challenge. If one cannot target the customer at the right time and right place, someone else will.

Customer profiles linked with automated "Targeted Campaign Management" helped the Jetwing loyalty programme move away from bulk marketing campaigns that did not yield satisfactory ROI. The Aradhana by Jetwing case study reveals how the smart card eco system, integrated with multiple communication network channels such as mobile, web and TV, has rewarded its customers with a rich loyalty experience, enhancing the companies brand image and value. The platform's key potential for on-boarding multiple merchants takes its customer experience to greater heights by enabling cross-selling.

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