

Loyalty Matters!

ADDRESSING LOYALTY ISSUES IN OUR EVERYDAY LIVES!

January 2010

Welcome to 2010! We wish all of you the very best for this New Year. We hope you started it just as we did – with heaps of good news, which we would like to share with you. We would love to hear from you, so please feel free to write to us at: editor@loyaltysolutionsnigeria.com

Editorial Team
Loyalty Solutions Limited

In This Issue... »

[Loyalty In Practice](#)

[Updates!](#)

[LSL News](#)

Loyalty In Practice

Skye Dreams Loyalty Program....1 year on!



Skye Bank's innovative customer loyalty & relationship program Skye Dreams – has marked 1 year of operations. The program became live at www.skyedreams.com in January 2009 issuing its proprietary currency...SkyePoints. The program has achieved significant benefits to Skye Bank and its customers to date with

hundreds of thousands of customer enrolled, over 100 million SkyePoints awarded, and customer redemptions grow by +75% month on month.

LSL is Skye Bank's loyalty program manager providing the technology backbone, daily program management functions and program development/enhancement services to Skye Bank via an outsourced service provider model.



LSL Services Zain Rewardz Loyalty Program!

Zain Nigeria recently launched its Zain Rewardz Loyalty Program designed to appreciate and reward Zain subscribers for every amount spent on the use of all Zain services sms, voice, data & VAS.

LSL has been engaged by Zain Nigeria as a strategic partner providing reward merchandise and redemption management services. LSL in partnership with Zain Nigeria has developed and manages on behalf of Zain Nigeria a unique network of merchants providing an assortment of tangible merchandise & non-tangible customer benefits ranging from exclusive discounts and priority access to cinema tickets and luxury holidays.

WHAT'S NEW IN LSL

RewardsBox Nigeria expands Merchant Partners!

LSL's innovative customer rewards platform www.rewardsboxnigeria.com keeps on growing. Our strategic partner network now includes...



For more information contact John Kolawole on 0707-003-6707 or by email at john@loyaltysolutionsnigeria.com

2010 Loyalty & CRM Workshop.....



The global recession and its effects on Nigerian business is necessitating a change in business approach. Customer Acquisition, Customer Retention, Customer Satisfaction, Customer Lifetime Value and the strategies/mechanisms to enhance these values for the enterprise, have become even more CRITICAL for the forward thinking Nigerian corporate entity. Its also clear that sound customer knowledge, proper customer segmentation, excellent customer service and the provision of added-value products and services remain the keys to successful brand differentiation and long-term corporate profitability.

“The Customer is King.....Long Live the Enterprise!”. How does your company treat and respond to your customers? How do you organize your customers into relevant segments to improve upon your product and service offerings? What mechanism do you employ (beyond the well trodden path of simple anonymous short-lived promotions) to recognize and reward your customers?

This workshop can be delivered in a cost-efficient option as an “in-house” session. This option allows you to tailor the program to your specific needs, while ensuring confidentiality and saving substantially in travel time and per person costs.

For more information contact The Program Manager on 0707-003-6701 or by email at executivetraining@loyaltysolutionsnigeria.com

LSL & Netcarrots Pvt Ltd Partner re Allegiance Loyalty Platform!

LSL in partnership with Netcarrots Loyalty services has made available the Allegiance Enterprise™ Loyalty Platform to firms in Nigeria wishing to run a loyalty program utilizing an outsourced service provider model.

Allegiance Enterprise™ (AE) is a powerful yet flexible loyalty platform that enables you to drive every aspect of your customer loyalty program. It comes with a comprehensive list of loyalty components that we customize, integrate and deploy for you. The Allegiance Platform has been implemented and tested successfully for running loyalty programs. It currently manages over 10 million customers and over 300 million transactions from clients in Dubai, Nigeria, USA and India. It has also been integrated with client systems across varied technologies ranging from Java, ASP, .NET, PHP and databases MySQL, MS Sql Server & Oracle.



When you get the Allegiance Enterprise™ Loyalty Platform, you get a secure, scalable, reliable, web-based solution that acts as a single point of contact and control for your entire program. For more details, contact us on 0707-8474747 or email us at service@loyaltysolutionsnigeria.com

Updates!

FIRST BANK OF NIGERIA PLC successfully deploys Customer Feedback Solution from LSL!



First Bank of Nigeria Plc has successfully deployed and used a Customer Feedback Solution from Loyalty Solutions Limited. FirstBank has used the Customer Feedback Solution to obtain real-time feedback from its customers across the country, as well as utilizing the solution to handle internal business performance analysis surveys. The Customer Feedback Solution was deployed along with a mix of Touch-Screen and Proprietary data capture devices, all linked in real-time to a central data management

software at its Head Office.

LSL is a representative of Opinionmeter Inc, the world's leading provider of real-time customer survey technology, based in the USA.

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For inputs and feedback please email: [The Newsletter Editor](#)

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