

*'We provide full circle solutions, making it easy to recognise and reward your customers whilst achieving your broader business objectives.'*



## DELIVERING RESULTS



Loyalty Magic provides relationship marketing solutions that, when coupled with your marketing team are sure to revolutionise the way you do business.

As the innovators in the relationship marketing industry, Loyalty Magic has pooled the resources of some of the country's key marketing engineers and technical programmers to create a critically acclaimed software application that can delve into finite detail in a simple user friendly manner.

Employed by some of Australia's largest and most successful organisations, this software is so versatile you are able to identify key customer information to suit your promotional objectives. With it you can track your customers, know when they visited, what they have spent, and gain valuable information that could be used to reward them and ultimately maximise loyalty/patronage. It really is a better way of guaranteeing a better return on investment for your business.



 **LOYALTY**  
M A G I C  
Relationship Marketing Solutions



*Our specially designed software*

*can reside in many customer touch point channels so your dialogue can commence from the very first transaction.*



We provide the total solution, making it easier for you to manage your Relationship Marketing program - from the capture of data, its transfer and management, through to the way it is used for communication.

#### **DATA CAPTURE AND MANAGEMENT**

We customise our software to suit your requirements and can link it to a variety of existing systems, enabling customer purchase transactions and event data to come from numerous sources, whether it be your accounting systems, point of sale or existing database. But it doesn't stop there. We can also add to your data pooling resources by allowing you to access customer details from even your Etipos terminals, gaming machines and web.

So now you can generate personal one-to-one communications based on knowledge of the customer and start to see the results!

#### **SETTING LOYALTY TRIGGERS TO BUILD BUSINESS**

"Triggers" can be set up in the Loyalty Magic database that identify how and when you want to communicate with customers. They make it simple to automate highly targeted and instantaneous customer communications.



#### **BY EMPLOYING LOYALTY MAGIC'S SERVICES YOU WILL SEE THE BENEFITS**

Your marketing team will see the immediate benefits of our streamlining software. The creation of target specific promotions will become easier and more cost effective and those once deficient areas of business will soon disappear.

**WE HELP YOU GET IT RIGHT FROM THE START:** Part of the attraction to Loyalty Magic's application is the ability to automatically recognise and communicate with new customers to establish a sense of value and worth of their patronage to your establishment.

**CROSS SELL AND UPSSELL:** Loyalty Magic can identify those customers who are only utilising part of your business and automatically inform them of other relevant products and services.

**REACTIVATING LOST CUSTOMERS:** Loyalty Magic will reduce customer loss for your business by automatically communicating to those who stop buying, and giving them an incentive to return.

**REFERRALS:** All you need to do is identify who referred a customer to you and Loyalty Magic will automatically print them a thank you letter.

Whatever your message and medium, you can be sure it will cut through the normal advertising clutter because it will be personalised and highly relevant.

- The target can be easily changed, and cover criteria, including:
- New Customer
  - Thank You
  - Follow Up
  - Referrals
  - Best customer
  - Lost customer/reactivation
  - Upgrade
  - Cross sell
  - Special Occasion
  - Service/warranty
  - Quotes
  - Complaints
  - Payment
  - New product
  - Prospects
  - Targeted offer
  - Cyclical
  - Special

#### **WHO ARE OUR CLIENTS?**

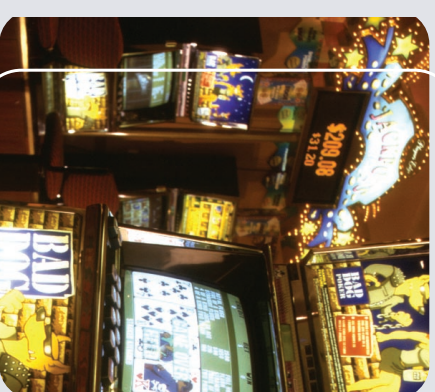
Loyalty Magic clients range in size from small companies to some of the largest and most successful corporations in the gaming, retail, service, wholesale, sporting and hospitality industries.

**SKY CITY LIMITED** has licensed Loyalty Magic software to implement a loyalty programme across all of its venues, including Sky City Casino. The loyalty operating system was integrated with gaming point of sale retail systems and marketing analysis system. The information from these systems represent a first for the Australian gaming and entertainment market. The system allows members to receive messages and tracked offers based on their behaviour and profile. The members may spend points and redeem promotional vouchers and coupons at the point of sale directly through the real-time interfaces.

Testimony to the power of our technology can best be seen through the management of Sky City. Over 1.8 million transactions per month communicate in real-time with our database through 2,462 different points of contact, over 4 locations, across two countries, operating seven days a week, 24 hours a day every day.

**TABCORP** had licensed Loyalty Magic software to run in 265 "Tabaret" venues. Loyalty Magic provided consultancy, project management and customised software to meet Tabcorp's specific needs.

**FOSTERS / ALH** uses Loyalty Magic's application in over 40 of its Queensland pubs and will be taking the application nationally.





### MAXIMISE WHAT YOU ALREADY HAVE AND EXPAND YOUR SCOPE

As the relationship marketing leader in the hospitality and gaming sectors, Loyalty Magic empowers its clients significantly by increasing profits earned from existing customers. With its primary objective being to maximise loyalty to your business, you will gain an insight and understanding of individual customers and be able to create offers and communications that recognise and reward their loyalty to build further business.

With Loyalty Magic you will see a marked increase in customer satisfaction and more importantly in your profits.



### SCALABILITY

Two proven facts in the market place today are that 20% of your customers account for 80% of your business and it's 5-7 times more profitable to sell to an existing customer than a new one.

Whether you are one hotel or a large corporation with multiple outlets handling a million transactions per month, Loyalty Magic can tailor its product to suit your needs. We can integrate all salable facets of your business into one streamlined interface - your loyalty programme. Working in real time, you will soon see the benefits and more importantly your customers will see the rewards immediately.

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