



## BxBonus

Loyalty Programs build loyal Customers

### Enterprise Strong, Web-Based Flexibility

Customer loyalty begins with BxBonus. Easily create and manage any type of business incentive or loyalty program for your web site.

Take advantage of a loyalty management product that is rich in features, flexible in design and completely accessible through the internet.

### Everything Is Built Around The Customer

Give your marketing efforts a boost. Customer acquisition and retention, is key to the success of any competitive business.

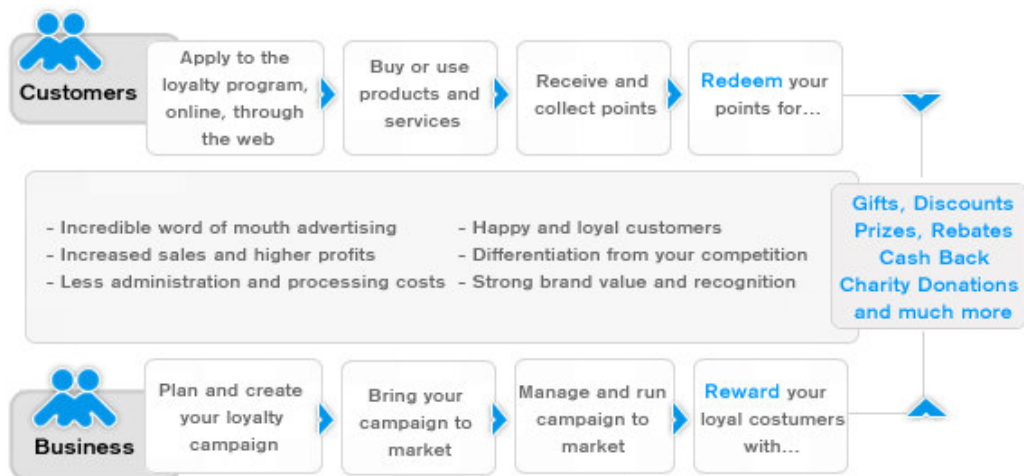
BxBonus gives your company that extra edge needed to attract new customers, up sell additional products, and keep your existing client base engaged in your services and brand identity.

### Building A Unified Brand With BxBonus

Brand identity brings with it brand recognition, and a higher trust level between you and your customers.

BxBonus can help you build that trust.

### How BxBonus Works



### Focus on creating loyal customers

All your new and existing customers can access your BxBonus service straight from the Internet. This means customers will apply for your loyalty campaign online, no paper applications, no printing costs, no data entry on your part, and minimum human errors.

Since BxBonus is web based, your customers do not have to wait for account detail mails or make time consuming support phone calls. They can access their point balance, gift redemptions, and point differentials separating them from the big rewards they desire!

### Accessed by members through a web address

Creating and managing captivating campaigns is a snap with BxBonus. Everything is accessed on-demand, from anywhere and at anytime. You have a full 360 degree view of your whole loyalty campaign. Beginning with the application process and member approvals all the way to point redemption, member rewards, and customer details.

Managing all aspects of your loyalty campaign is made easy with on-the-fly reporting and campaign market analytics.

### On-demand; safe, secure and in real-time

BxBonus gives your customers a visual and interactive space where they can preview gifts, email you about additional services, and view complimentary products.

By capturing critical customer information through the online application process, you can use BxBonus to deliver specialized content, redemption awards, and offers to the right individuals, groups, and market demographics.

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## BxBonus Features



**Application Processing:** Understanding and managing your application inflow and approval process is a key component to any loyalty based promotion.

Application processing empowers customers to apply and submit applications directly online, saving your business valuable resources and time in generating a paper driven, offline, loyalty campaign. Your business has on demand access to all relevant processing traffic being generated through the loyalty program. Application processing gives your business a complete 360 degree view of your total loyalty system's success, and the targeted details of each individual application, its position in the approval process, and its activation status.

**Loyalty Redemption and Point Management:** With BxBonus loyalty redemption and point management, your business provides a complete level of transparency to all your loyalty program users, allowing them to view their point details and redemption values,

You control all aspects of your redemption management strategy, setting out point values for your products and services, redemption gifts and discounts, and targeted redemption promotions based on key demographics obtained through the application process.

**User Rights and Permissions:** Rights and permissions provide your BxBonus users with the proper system access and

**Customer Management:** Customer management provides all the necessary and critical user data you will need to better manage and interact with your valuable clientele.

Your business will have a firm handle on all its loyalty program users, and a detailed snapshot of client data, accessed through a rolodex style system, with alphabetical sorting, pinpoint customer database searching, and regional (language) navigation capabilities.

At any given time or place you can view your customer's card numbers, email address, telephone and fax, as well as their active status within your program.

Navigation tabs allow you view specific user information including general profiles, customer account details, history, point activities, and frequently asked questions and support issues.

**Data Mining and Reporting:**

Understanding user interaction with your loyalty program and web site is an essential part of understanding your customer's behavior. Data mining and reporting gives you real-time insight into the success of your loyalty campaign by tracking them from initial inception to full user point redemption.

Easy-to-use wizards help you create and customize on-the-fly reports and charts, helping your marketing team identify loyalty customers by key demographics, user behavior changes, and redemption (purchase) trends, and more.

**Community Building and Member Privileges:**

One of BxBonus' value added services and intangible benefits is its inherent ability to create an active and engaged community of users. Customers using BxBonus will visit your web site often and enjoy their time spent, viewing points, redeeming their gifts, and planning their next moves towards qualifying for even better and bigger prizes, awards, and discounts.

We want you to capitalize on your captivated audience by offering community building and member privilege services. BxBonus' scalable platform architecture gives your business the opportunity to plug and play with a variety of ready made, or custom designed, applications, including match services, forums, instant messaging, member blogs, and much more.

work permissions needed to manage the campaign across multiple departments and office locations.

Administrators have full authority to create users, assign roles, and manage their work processes. Assigned users stay focused on managing their specific tasks, and do not run the risk of overstretching their work order and authority assignments.

Keeping your loyalty website running smoothly, within the framework of a business team environment will give your loyalty campaign an added edge to succeed, while not occupying valuable business resources.

**Content Creation and Management:**

Rule number one, a great website application needs fresh, dynamic content.

BxBonus comes standard with a built in content creation and management component, enabling you to update your loyalty websites' content at anytime, anywhere in the world, with an Internet connection.

Helping you streamline your loyalty sites content management processes, and making your web updating and editing tasks quick and easy, saves you countless of programming and support hours, and gives you the free time you need to focus on marketing and running your loyalty campaign.

**Mobile Internet Integration:** Because your clients are always on the go, BxBonus, and your loyalty program, can always be available at their fingertips. Built to be accessed via any WAP or i-mode™ enabled wireless device or handset, BxBonus ensures that your customers will have all their loyalty program information with them at all times.

This means that your users can view their points, prizes and discount redemptions, as well as other member services, wherever they go.

Making your BxBonus web site mobile means giving your clients the freedom to roam, and the ability to see where their point value stands when they are away from their PC, reminding them that your business awards them for their patronage, and just maybe one extra purchase may mean that prize or award they have their eye on.

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## BxBonus Product Benefits

**Reward your customers** for their patronage, keep them loyal, and thwart off the competition knocking at your door to get your business.

**Offer your members** the luxury of accessing their point value and movement at any time from your web site.

**Motivate your customers** to buy more of your products and services through web interfaces where they can browse rewards with higher point values.

**Avoid** all the printing costs and data entry processes associated with bonus schemes built upon paper applications.

**Receive real time** reports and graphs so you can chart your campaign's success and analyze your next marketing steps.

**Open up** your loyalty program to the entire world; do not be confined by geography and point of sale application forms.

**Mobile integration** makes your loyalty program completely accessible from any device.

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## General Product Characteristics

### Fully Branded

It's important for to promote your brand and your company, not ours. BxBonus is a white-labeled solution, with your logo, your content, and your corporate identity.

### Highly Customizable

BxBonus allows you to customize your site's design, style, and identity. We provide the methods and functionality, you provide the vision.

### Rapid & Flexible Deployment

Deploy BxBonus within a matter of weeks not months. Setting up a customer loyalty campaign has never been easier or faster.

### Integrated or Stand-Alone

BxBonus can be easily integrated into an existing web site or delivered as a stand-alone, fully functional application.

### Hosted, Reliable, & Secure

Built from the ground up as an on-demand product. BxBonus runs on a secure network infrastructure, continuously maintaining daily backs-up and updates, 24 hours a day, 7 days a week.

The BxBonus approach speeds up implementation, lowers total costs, and increases site uptime. With BxBonus there is no need to buy additional hardware or install additional software.

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