

# Microsoft Dynamics CRM Online

## Cloud-Based Solution Membership and Loyalty Program



Helping Businesses Run Better

# Microsoft Dynamics CRM Online – Cloud-Based Solution Membership and Loyalty Program



Gaining a loyal customer base for the fickle -minded industry of the retail business is a challenge, as customers are overwhelmed by a number of product offerings in the market, not to mention blatant advertising efforts and promotions. The brand name may vary but the product offerings are all the same. That's why strengthening customer relationships are the key issue that would differentiate a particular retail business from another. Improving customer relationships translates to making a lasting impression on them, enough to keep them as your loyal clients.

Efforts in acquiring and retaining customer loyalty then must be done. Research shows that companies that can retain 5% more of its customers each year could double its profits and that typically about 80% of revenue comes from just 20% of customers. Acquiring customers is also much harder than to retain an existing one. So developing a strategy to drive customer loyalty and enhancing the customer experience would be a great help in increasing sales in your company.

One strategy to consider is offering membership and loyalty programs. It's your own way of showing your appreciation for their continued patronage to your business, through in-store privileges, exclusive event invites and an enhanced purchasing experience. It's also a means of knowing your customers on a personal level, taking note of their profile, preferences and purchasing history, allowing you to respond to their current needs and anticipate their future wants. Having data on your customers would lead to a more thorough understanding of their wants and desires, thereby discovering new revenue streams and possible product or service enhancements, giving you the essential means to understand what product or service works for them, what doesn't and what needs to be tweaked and improved. Membership programs offers also an opportunity to do more up sells and cross sells, letting your customers explore your other product offering, reaching them through a variety of channels, from traditional ones to modern and online means such as social media.

A membership and loyalty program is a great way to get on the side of your customers, to know their preferences that can impact the offerings you have in your business that will lead to an increase in sales and ultimately to show your gratitude for their continued patronage and loyalty. Microsoft Dynamics CRM can provide that and more.

## Membership System Benefits

### Retain/ Increase Sales

Maintain sales levels, margins and profits (a defensive outcome to protect the existing customer base)

### Increase Additional Offerings

Induce cross-product buying by existing customers (this maybe defensive or offensive) and discover potential revenue streams

### Increase Loyalty and Value

Increase the loyalty and potential value of existing customers (an offensive outcome to provide incremental increases in sales, margins and profits)

### Stronger Brand

Make your brand stronger by recruiting evangelists doing active word-of-mouth

### Understand Customers

Will make you closer to you customers and understand them even better

## Recommended Membership Management Strategy

### 1. Target

- Identify Customer Segments
- Acquire New Members
- Up Sell Next Tier Membership Type

### 2. Acquire

- Manage campaigns to drive members requirement
- Manage Membership Inquiries
- Facilitate Members on boarding processes

### 3. Retain

- Updates and Promotions
- Update Member Profiles
- Capture Usage Activities (Purchases/Dine-Ins)
- Proactively drive Membership renewals
- Capture and resolve Member Issues, Feedback and Concerns



### Membership CRM - Solution Map

The CRM Solution Map provides visibility of:



### Retail Specific Offerings

We offer the following Out of the box Membership and Loyalty functionalities:

#### Membership Insights

- Members Buying Insights
- Understanding Buying Patterns
  - Data Analysis using Familiar Tools – Excel
  - Alerts and Workflows
- Special Occasion Alerts (Seasons, Birthdays, etc.)
  - Members Reports, Special Day recognition

#### Membership Awareness and Targeted Marketing

- Intelligent Email Marketing integrated to CRM
- Execute an effective Digital Marketing strategy
- Easy segmentation of Customers/ Members for targeted campaigns

#### Mobile Member Registration

Make it convenient for customers to join your membership program by letting them register online through their mobile devices.

#### Add-On Features

- Email Marketing module with email analytics and tracking
- SMS integration and bulk sending
- iPad/iPhone/Android based apps for membership registration
  - Online membership registration
- Membership card printing module

# Asterisk CRM Membership & Loyalty Program



## Profile

Founded on 1988, Asterisk Computer (FE) Pte Ltd has been in the consulting business for 20 years, making us one of the market leaders in implementing & deploying business enterprise application software solutions. With more than 2,000 licensed customer users, 50 highly esteemed & experienced consultants (averaging an experience of 10 years and more) and global committed partners, we have effectively serviced a variety of businesses by giving them the best practice for their industry.

Our 20 years of experience in IT consultancy, software innovation and our best practice of industry solutioning-methodology have given us teeming domain knowledge and keen insights in helping our customers to run their business.

## Awards

- 2011 Microsoft Dynamics President's Club
- 2010 Microsoft Dynamics President's Club
- 2008 Microsoft Dynamics President's Club
- 2007 Microsoft Dynamics President's Club
- 2010 Microsoft Dynamics ERP Partner of The Year
- 2011 Accredited Microsoft Sales Specialist
- 2011 Accredited Microsoft Pre-Sales Specialist
- 2011 Accredited Microsoft Sure-step Project Methodologies Specialist
- 2011 Accredited Microsoft C-Side Development Specialist
- 2011 Nominee for the Microsoft Dynamics ERP Partner of The Year



**PRESIDENT'S CLUB**  
for Microsoft Dynamics

## Why Choose Microsoft Dynamics CRM

**Familiar and easy to integrate** If the majority of your organization is already using Microsoft Office tools such as Outlook and Excel, they would find it easy to use Microsoft Dynamics CRM as well. Not only is it familiar to your staff, it can also integrate well with your current Microsoft systems, making it easy to streamline workflows and business processes.

**Expert Recommended** Microsoft Dynamics is recognized for category-leading capabilities by: The Forrester Wave: CRM Suites Customer Service Solutions, July 2010. The Forrester Wave™: CRM Suites for Midsized Organizations, June 2010. The Forrester Wave™: CRM Suites for Large Organizations, June 2010.

**Continued excellence** Microsoft invests over \$2 billion dollars in cloud infrastructure every year, ensuring that our customers take full advantage of the cloud trends, activities and economies.

**Fast ROI, Low TCO** Microsoft Dynamics have the lowest total cost of ownership, greatly considering the impact it will have in your business.

**Sure-Step Methodology** Microsoft has the Sure-Step methodology which gives customers a better understanding of how the CRM system would be implemented, what practices would be followed and what processes would be involved.

**Tested and Reliable** With over 23,000 customers and more than 1,400,000 users, you know you are in good company with your choice of Microsoft Dynamics CRM.

**Continued Excellence** With a 6.8 billion dollar budget in research and development more than competitors combined, you can be assured of the revolutionary level of quality Microsoft Dynamics offers to its customers. Backed by one of the most prestigious names in the IT industry, Dynamics also includes a 10-year support life cycle for each major release, ensuring the upkeep and adaptability of your business solution.

**Integrated Solution** Simplified union with Microsoft Dynamics NAV (ERP) – Microsoft Dynamics CRM can be easily integrated with MS Dynamics NAV, making it a cost-efficient and flexible choice.

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