dca
database consultants australia

Loyalty Systems
and Programs
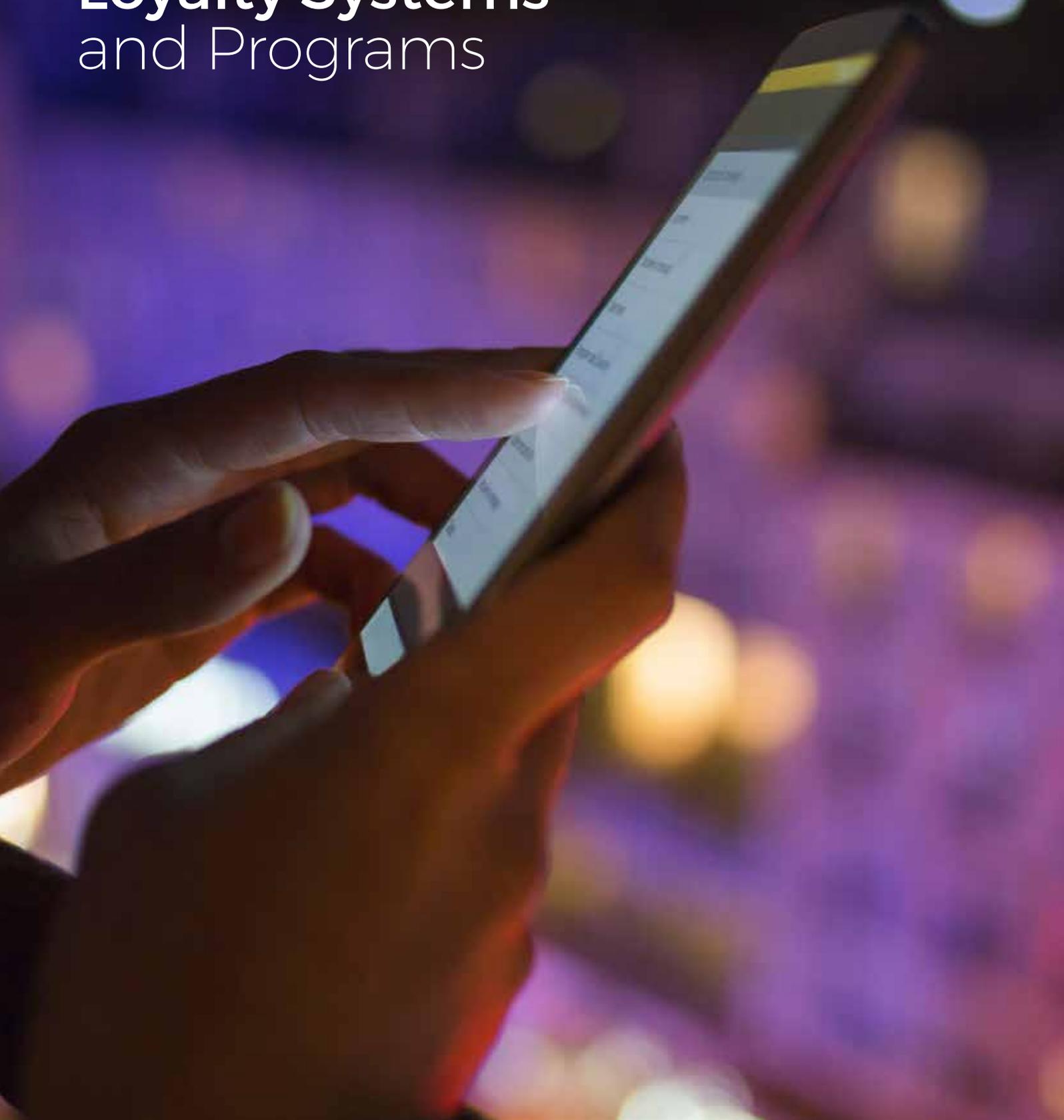
Do you really know your customers?

Getting to know your customers, stakeholders, clients, donors or ratepayers is critical. Deep knowledge of your customers will allow your organisation to anticipate issues, capitalise on opportunities and nurture relationships. With nearly three decades' experience, DCA can expertly assist your organisation to get to know your customers and keep them.

WHAT WE DO

SET UP FOR SUCCESS

Create custom Loyalty Systems and Applications

Our team of experts will work with you to create a bespoke Loyalty System and any applications that will help your business meet your goals. We also have the capacity to set up your own dedicated loyalty database and host it at our secure data facility.

Design and install web-based POS solutions

Our team can design both web and mobile POS systems that allow store-driven, real-time loyalty transactions.

Establish and set up a customised Customer Rewards Points engine

Our points engine will allow your retail stores or outlets to offer a points-based system to customers so that they can earn and redeem points in real-time.

Design and launch your customised and branded website

We design and deploy websites so that customers can manage their own details, view their transactions history, see their points bank and many more actions.

DELIVER HIGH PERFORMANCE LOYALTY PROGRAMS

Loyalty Marketing Services

Our team of Loyalty Marketing experts can help your organisation with:

· Marketing strategy and consulting,

· Email marketing and campaign development,

· Fully responsive mobility solutions for all marketing activities,

· Social media marketing,

· Marketing Automation (both B2B and B2C) along the customer journey from website behaviour, transaction and web training and marketing response automation,

· Gamified loyalty schemes,

· Mobile and SMS marketing,

· Single Customer View creation.

Run In-store Promotions

Our team can run in-store promotions that offer customer benefits such as double and triple points, new member bonuses and product promotions.

MANAGE SYSTEMS AND DATA FOR BEST RESULTS

Single Customer View

Our team of experts can consolidate data sources, systems and records to give a single view of your customers. From their first transaction to the most recent, you will be able to identify customer atrophy signals, increased activity and opportunities.

Reporting and Customer Management

Our team integrate loyalty data from various sources like POS systems and your website to assist with customer management, reporting and on-demand statistics on the Loyalty Program performance. We also develop Custom Reports to give your management team the view of your activity that they require.

Ongoing Administration

The DCA team can take responsibility for the ongoing administration management of your customer database.

OUR EXPERIENCE IS YOUR ADVANTAGE

We have vast experience delivering successful Loyalty Systems, Marketing and Technology Programs. Our expertise means we have attained PCI DSS compliance across data, software and Business Process Outsourcing solutions.

This means we can leverage our Melbourne-based Customer Service Representatives who can deliver customer assistance via phone or email in relation to:

· Questions from customers in relation to their own account information, points redemption, balances, reports, website and promotions,

· Queries and assistance with card and application form management,

· Electronic payments and order processing,

· Mobile applications and mobile payments,

· Weekly processing of all cheque and credit card payments on our client's behalf,

· Transaction consolidation.

How we work

Our proven method of delivery ensures your project will run smoothly and seamlessly.

DCA Service Process

EVALUATE

PREPARE FOR THE FUTURE

Full Project Management

REVIEW AND REPORT

IMPLEMENT
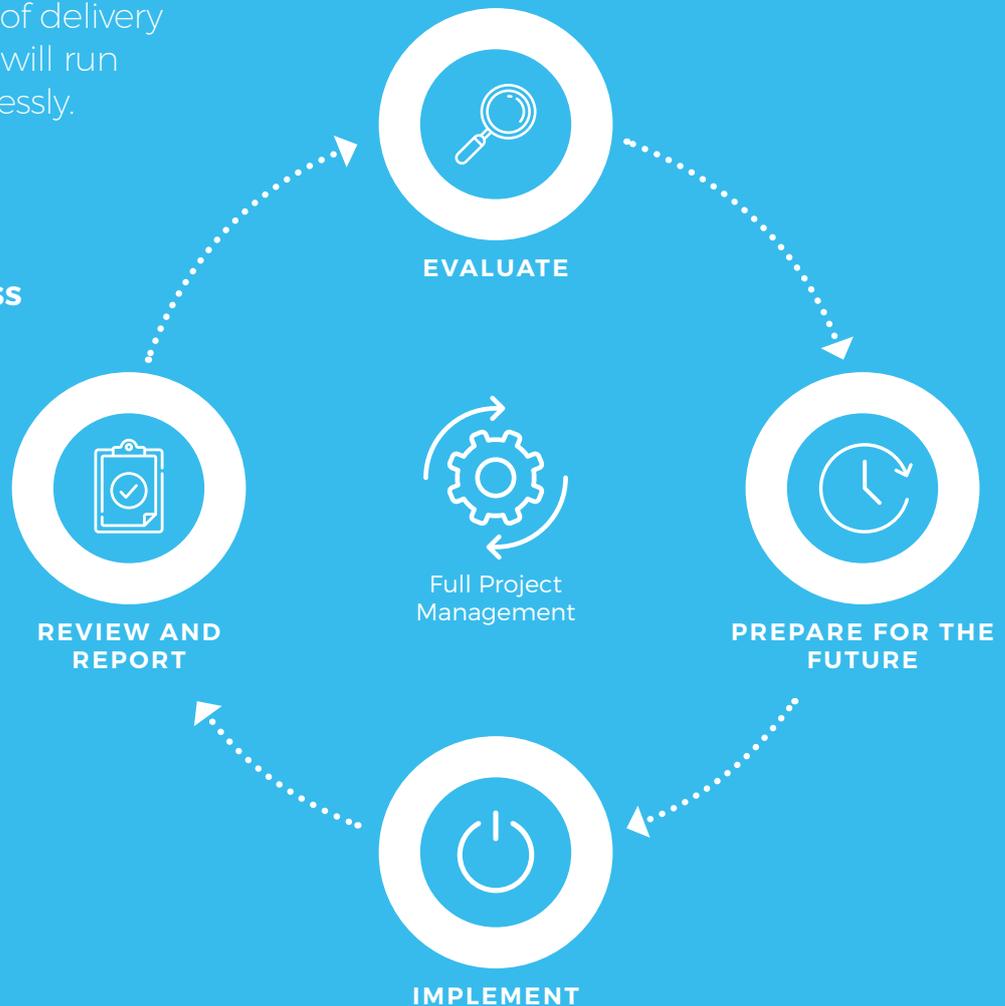
EVALUATE

· We work with you to fully understand your objectives and needs.

PREPARE FOR THE FUTURE

· Make sure future plans will meet your objectives,

· Check data requirements across the organisation,

· Understand marketing needs,

· Perform any data-quality services (cleanse, de-duplicate, suppress, validate, match and enrich records).

IMPLEMENT WHAT'S NEEDED

· Deliver Loyalty System and Program solutions,

· Deliver POS Real time points transactions,

· Deliver Online Real Time points transactions,

· Deliver Data Management Platform,

· Roll out Marketing Solutions such as email, promotions, SMS/Mobile marketing and direct mail,

· Train and roll out customer support via the DCA Customer Support centre,

· Manage ongoing data entry,

· Provide a single customer view using augmented traditional and social media data,

· Launch any applications needed such as mobile applications and mobile payments.

REVIEW AND REPORT

· Create compelling data visualisation and customer loyalty data analysis.

How we can help you

Your organisation might be expanding, needing increased customer retention, driving more revenue per customer, changing systems, consolidating business units, wanting a single view of customers, moving, merging, being acquired, migrating to the cloud or upgrading systems.

No matter how big or small the project, we can help you to make the most of your data and technology.
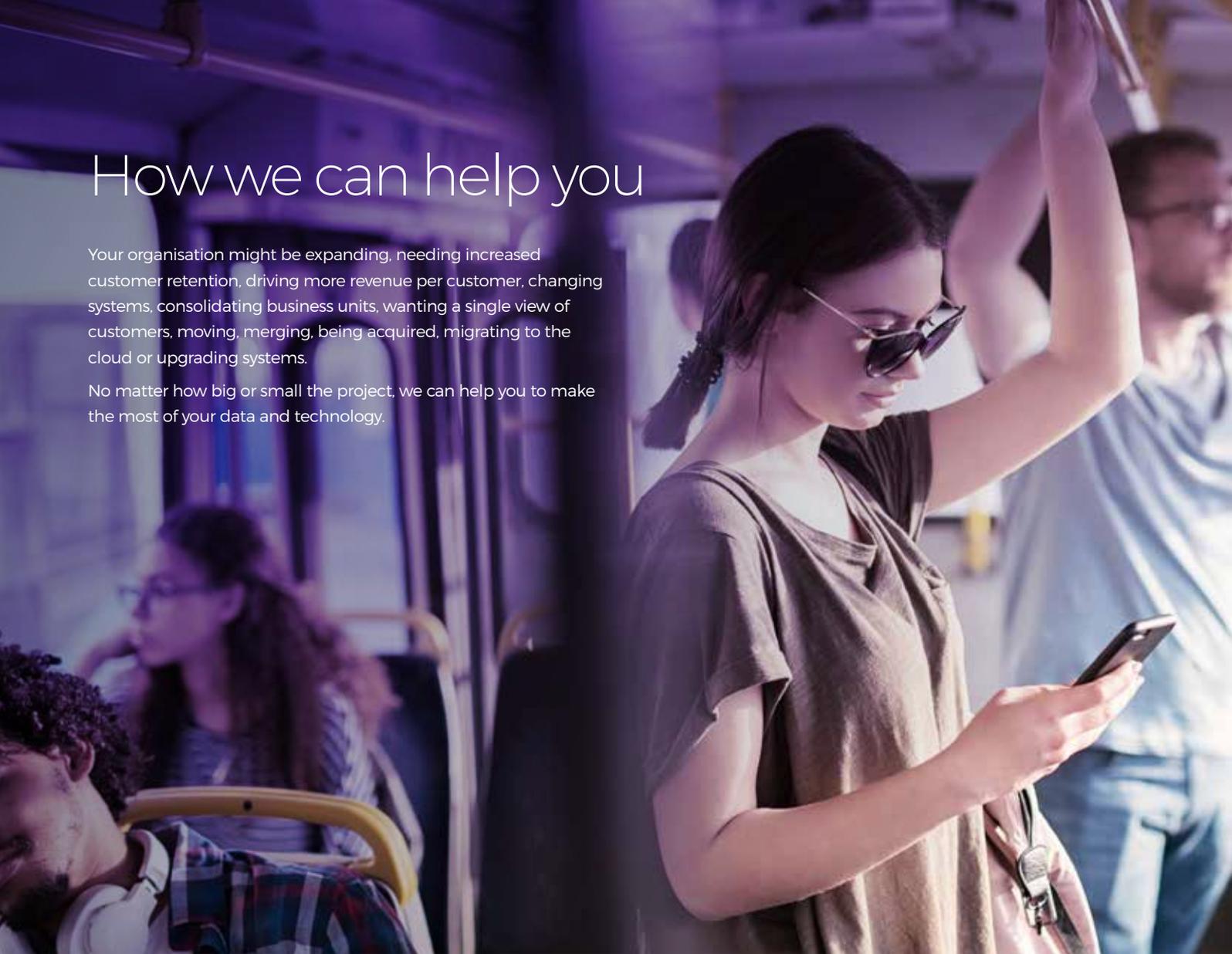
THE DCA DIFFERENCE

With nearly three decades' experience, DCA are leaders in loyalty solutions. Our business is built on having the best people, systems and solutions at hand for our clients. We offer:

- Strategies that reduce risk of data loss or business disruption,
- Simplified processes that reduce the burden on your team,
- Cost efficient solutions,
- Quick and powerful implementation via our proprietary Nirvana software,
- Proven track record in delivering on time and on budget,
- Guaranteed high-quality data transformation.

RECENT CASE STUDIES AND TESTIMONIALS

"DCA was well positioned to meet our brief given their deep skills across data management and application development, with the added benefit of an in-house data driven marketing agency to meet our ongoing strategic and day to day tactical needs."

**Ann Sanfey, Loyalty Manager,
Home Timber and Hardware Group.**

Visit data.com.au for examples of our recent work.

LET'S TALK

DCA are experts in providing innovative data management solutions, data quality governance and bespoke software development.

Our corporate, government and not-for-profit clients in Australia and around the globe rely on our customer-management software, applications and consulting services to make business-critical decisions.

For nearly three decades we have helped organisations of every size to harness the power of their data through our team of experts in our Melbourne headquarters and offices in Sydney, Bangkok and Boston.

Is it time to use data to drive loyalty?

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Contact us today

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