

Because loyal customers deserve more

During the last decade in banks, Credit Cards have been highly profitable and Debit Cards extremely cost-effective. Loyalty programs encourage banks' customers to use their cards more frequently and heavily.

Thus, loyalty programs are crucial in a bank's strategy mainly for greater profitability, cost reduction, customer retention and churn prevention.

**e**points is a web portal that enables banks' customers to check their loyalty points balance, browse an online catalog of gifts and redeem these points into gifts.

The platform enables banks to create their loyalty strategies with a flexibility to manage loyalty rules and calculations.

### A bank's loyal customer

- Is extremely profitable
- Generates high returns
- Stays longer with a bank
- Buys more of its products
- Costs less to serve
- Recommends the bank to his circle

### e

points main features

- Points accumulation
- Points redemption
- Points transfer
- Points calculation
- Points expiry date
- Partial payment: Point + Money
- Gift catalogue
- E-mail and SMS notifications
- Promotional campaigns
- Delivery channels management
- Customer behavior analysis
- Administration dual approval
- Integration with other systems (core banking, internet banking, 3rd party systems...)
- SSO enabled
- Suppliers portal
- ePoints client's portal interface will be conceived as per the bank's identity

Other products from Netiks International SAL for the banking sector

- Netiks 360 Bank (CRM for banks)
- Netiks e-banking
- Netiks Mobile Banking