



Customer Service & Experience

Avanza's Customer Service & Experience solutions provide tools that empower you to deliver best customer experiences thereby keeping your customers delighted.



Aurum automates the complete lifecycle management of all processes involved in any reward program from its designing till it is used to disburse benefits to customers. Aurum enables an enterprise to define, maintain, and manage loyalty programs across products, services, and channels.

Keep your rewards program fresh and evolving by adding new ways to redeem points on the fly and keep adding new products and services to your reward program with utmost ease and speed.

Highlights

- ◆◆ Align customers' interactions with strategic and operational preferences
- ◆◆ Evolve and expand reward programs with agility
- ◆◆ Introduce new redemption channels on the fly
- ◆◆ Monitor ROI in real time
- ◆◆ Enhance customer loyalty and retention
- ◆◆ Increase up-sell and cross-sell
- ◆◆ Increase revenue



Aurum has been awarded the Best Financial Application Award by P@SHA Information & Communication Technology Awards, 2012.



Features

- ◆ Enterprise-wide Inclusion of Services, Products & Channels
- ◆ In-depth product preferences at the time of redemption
- ◆ Ready-to-use Redemption Vouchers Generation & Printing
- ◆ Real-time Integration with any Financial ERP/Core System
- ◆ Comprehensive Reversal Program via Backtracking
- ◆ Customizable Loyalty Programs
- ◆ Define Rules/Formulae for Point Computation
- ◆ Add New Products and Services to Loyalty Programs
- ◆ Real-time Points Table
- ◆ Visualization of Points Pools
- ◆ Point Expiration/Migration Rules
- ◆ File Import/Export for GL Entries
- ◆ Detailed Audit Trail and Logs of User Activities
- ◆ Maker-checker Approval Processes
- ◆ Alerts & Notifications



Win True
Customer Loyalty

