

# Services and the **EcoSystems**



EcoEasy

EcoSmart

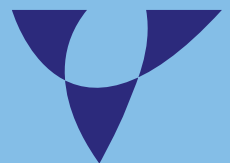
EcoMobil

EcoPC

EcoConnect

EcoService

SmartLoyalty AG



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Because each business sector has its own laws, the **EcoSystems** are conceived as a flexible platform. We co-operate with you to adapt the systems to the particular requirements of your market and company. We offer you tailor-made support for the implementation of the **EcoSysteme**.

# Advisory services

## Development

- Requirement analysis
- Development of suitable advantages for customer cards
- Qualitative and quantitative market analysis
- Choice of suitable hardware

## Realization

- Staff training
- Communication and implementation concepts
- Software adaptation

## Operation

- Application management, lettershop
- Creation and evaluation of database information
- Etc.

With our experience in a wide variety of business fields we wish to spare you the costs which other companies have already paid for their lack of expert guidance. We offer four basic guidance principles which have proven themselves during the introduction of successful customer-card concepts:

# Principles

## 1. Customer orientation

Although your customers do not participate in the development of customer-card systems, in the end they decide on the success of the system.

## 2. Result oriented

There is plenty of expensive advice around, but only the results count, i.e. the goal is the realization and successful operation of a system.

## 3. Communication oriented

The system is the basis. The advantages of a customer card must be actively conveyed from the management to the customer via the staff.

## 4. Keep it simple

Good ideas are mostly simple. They usually become complicated on their own.

Can loyalty be bought?

Definitely not!

But effective steps to strengthen a lasting relationship ensure that the customer no longer feels like going elsewhere.

The SmartLoyalty team is there to support you in this project with competence, customer service and enthusiasm.

Talk to us!



SmartLoyalty AG

Dantestraße 4-6  
65189 Wiesbaden

Tel. 0611 - 90096-0  
Fax 0611 - 90096-29

info@smartloyalty.de  
www.smartloyalty.de