

## EXTRA Loyalty Consulting

**We help our clients succeed by transforming the building blocks of customer-driven insights through which our clients solve problems and identify opportunities by:**

Designing a customer experience that is differentiated and tailored to meet customer needs.

Delivering on the promises they make by building capabilities to optimize customer interactions at every touch point.

Redirecting our clients focus' to put customers and employees first.

We suggest you take the 3 steps approach to address the requirements for consultancy in line with each project goal:

### Step 1:

#### **“Explore the Solution Space and Strategic Options”**

Before engaging in serious time and money investment for the Loyalty System and Platform Infrastructure, we fully understand and agree what we see as viable roads.

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### Step 2:

#### **“Develop High Level Business Case”**

Our clients need to make sure all major Loyalty Design requirements are addressed fully and the team can overcome all major implementation hurdles, and understand costs and operational issues involved.

By building the business case we will automatically have to address the major revenue drivers and cost items and will have to draw the major workflows.

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### Step 3:

#### **“Develop implementation plan”**

With the go ahead of our client, we cover:

- 1- Choosing the right infrastructure for the preferred solution and content
- 2- The Loyalty Solution business and technical implementation details in line with our client's “Loyalty Conceptual Design Document”
- 3- Implementation timelines, deliverables and final costs for the chosen platform