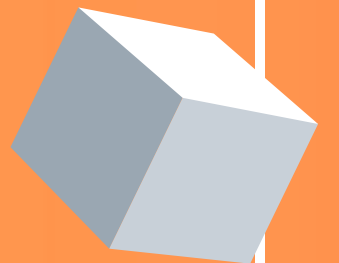


A blue 3D cube graphic on the left side of the slide.

AMBER LOYALTY PROGRAM | MULTI-BRAND COALITION LOYALTY CASE STUDY:

How we partnered Al Tayer Group to create one of the largest multi-brand loyalty programs in the Middle East featuring real-time earning & burning of points.



THE CHALLENGE

Al Tayer Group operates over 50 different brands covering industries such as Automobile, Fashion, Jewellery, Perfumes & Cosmetics, Travel, Department Stores, etc.

BRANDS INCLUDE BVLGARI, ARMANI, YSL, D&G, GAP, HARVEY NICHOLS, GUCCI, JAGUAR-LAND ROVER, ETC.

The group wanted to enhance CX, drive data driven campaigns, and ultimately maximize customer life time value.



HOW WE STARTED

PROGRAM CONSTRUCT

- Members can earn points at any of the participating outlets across UAE, Oman, Bahrain, Kuwait and Qatar.
- Real-time earning & burning of points
- Multi-currency program



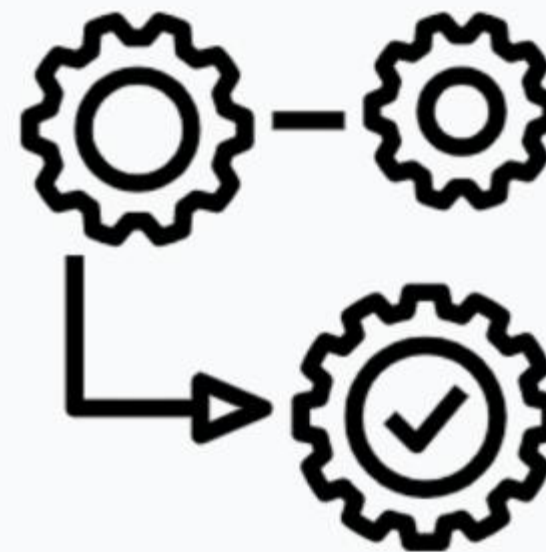
THE SOLUTION WE ORCHESTRATED



**CONCEPTUALIZATION
& LAUNCH**
FEASIBILITY & ADVISORY
PROGRAM DESIGN



**LOYALTY
TECHNOLOGY
INFRASTRUCTURE**



**PROGRAM OPS
MANAGEMENT**
TECHNOLOGY SUPPORT
CUSTOM DEVELOPMENT



**CAMPAIGN
SUPPORT**
DATA CUTS

THE TECHNOLOGY WE DEPLOYED

ALLEGIANCE ENTERPRISE
Purpose built enterprise
loyalty platform.



BUILT
FOR

NOW Real time EARNING & BURNING

COMPLEXITY MULTI- Country,
Currency, Brand, Tier

THE USER For the loyalty marketer