



Customer Loyalty

SBN Norge Webinar

Powered by Annex Cloud

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Agenda

- About Annex Cloud
- Why Loyalty?
- Loyalty Solutions for SAP Clients
- Live Demo
- Use Cases

250+

Global Customers

2 Billion

Application clicks a month

170+

Employees

SAP & Annex Cloud Shared Clients



HQ in Los Angeles



Founded in 2010
Privately Held



Global offices



SAP Preferred Loyalty Provider



ANNEX CLOUD

A group of five diverse business professionals are seated around a table in a meeting. The scene is dimly lit, with a warm, reddish-brown brick wall in the background. The individuals are engaged in conversation, with some looking at laptops and others gesturing. The text "Why Loyalty?" is overlaid in the center of the image in a white, sans-serif font.

Why Loyalty?

Solving Problems for the Business

- **Improved Trust and Customer Experience** especially in the uncertain times
- **Higher Margins** when retaining existing customers
- **Repeat purchase** rates, AOV, LTV
- **Keeping customers engaged** in between purchases
- **Incentivizing customers** to take action without discounting
e.g. Buy on a new channel, Visit our store
- **Rewarding advocacy**
e.g. Referring other customers, or writing a rating or review, sharing social content (images, videos)

Macy's Star Rewards 3.0



MONEY

Macy's launches next phase of Star Rewards program with new benefit for all shoppers, contest

Kelly Tyko USA TODAY

Published 7:00 a.m. ET Feb. 10, 2020 | Updated 12:41 p.m. ET Feb. 10, 2020



Despite closing 125 stores and eliminating 2,000 jobs, Macy's doubles down on loyalty!

Rich Lennox, Macy's chief customer officer, said **Star Rewards has nearly 30 million members and has been a "huge hit"** since it relaunched in October 2017 for credit card customers and then [expanded to all customers in May 2018](#)

Target Fails with Red Perks, Wins with Target Circle

ADWEEK

NEWS · EVENTS · WEBINARS · CONNECT · YOUR CAREER

BRANDWEEK

Target's First Loyalty Program Failed. Here's How It Built a Better One

CMO Rick Gomez took the stage at Brandweek to talk about how the company landed on Target Circle

By Diana Pearl | November 4, 2019

6 PREMIUM



Red Perks was “Transactional” and “Undifferentiated” and did not deliver the Guest Experience for success.

Result:
Red Perks was scrapped

Target Circle focused on brand engagement and compelling experiences that provided real value to Target Guests

Result:
50M members signed up in 4 weeks



Unified Customer Loyalty Cloud Solutions

Core Loyalty Cloud

- Online Loyalty
- Omni-Channel Loyalty
- Social & Behavioral Loyalty
- Paid Membership Loyalty
- Coalition Loyalty
- Gift Card Solutions

Referral Marketing Cloud

- Refer a Friend
- Influencer Management
- Contests & Sweepstakes

User Generated Content Cloud

- Visual Commerce
- Ratings & Reviews
- Questions & Answers





Built for Enterprise

- Cloud-based SaaS
- Enterprise partner integrations
- Global ability for translation, currency
- Aligned to customer business processes
- Dedicated resources to solve enterprise design & architecture
- Scalable and secure
- Rich data and insights



Loyalty Programs Support Emotional Connections

A loyalty program can tackle 5 of these elements of value:

- Fun and Entertainment
- Rewards Me
- Offers Badge or Tier Value
- Affiliation and Belonging
- Motivation



SAP Integrations



Commerce

Completed



Marketing

Completed



SCPI

In Process



CAR/PMR

**Requirements
Gathering**



ERP

Planned



Finance

Planned



Qualtrics

Planned



Service

Planned



Sales

Planned



ANNEX CLOUD



Live Demo

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Additional Slides

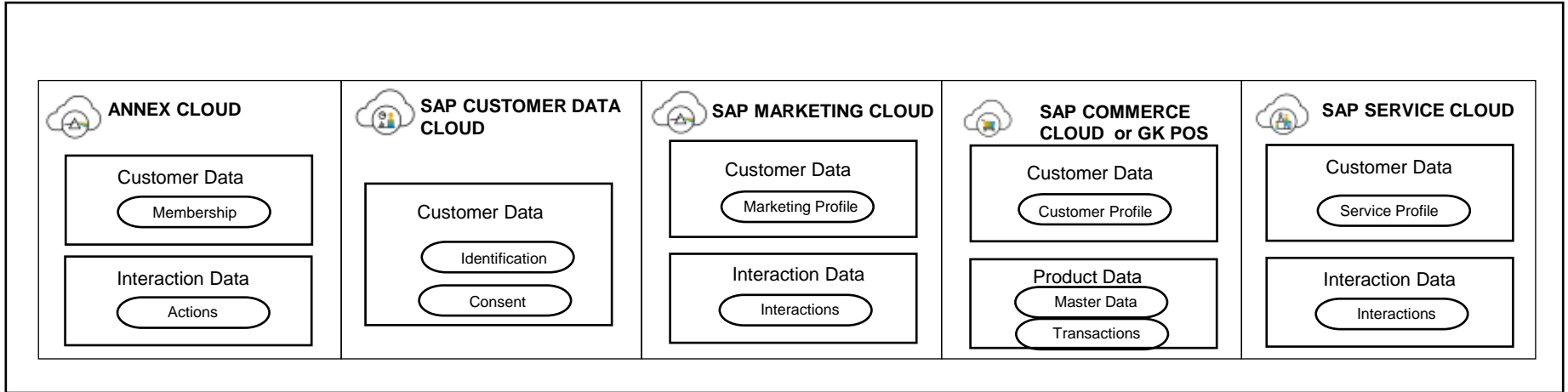


Reference Architecture and Integrations



ANNEX CLOUD

Reference Architecture

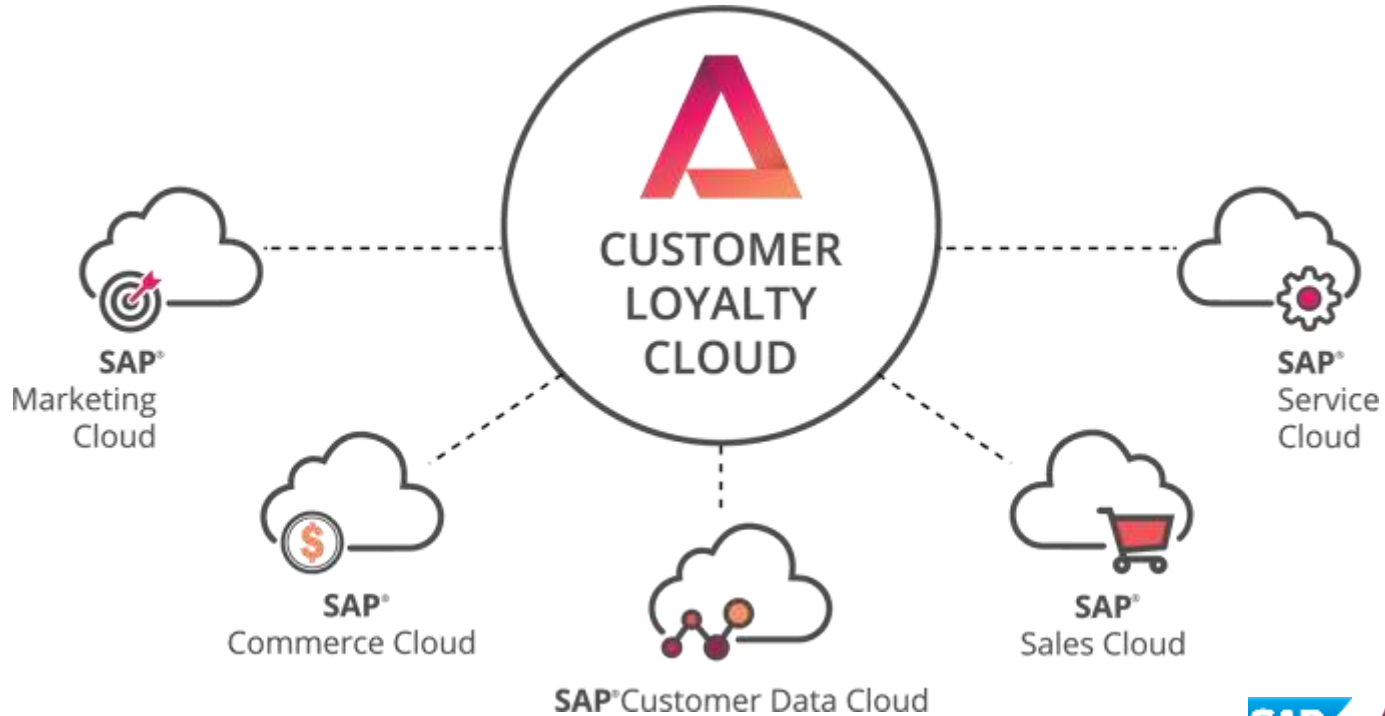


SCPI

SAP S/4 for Retail

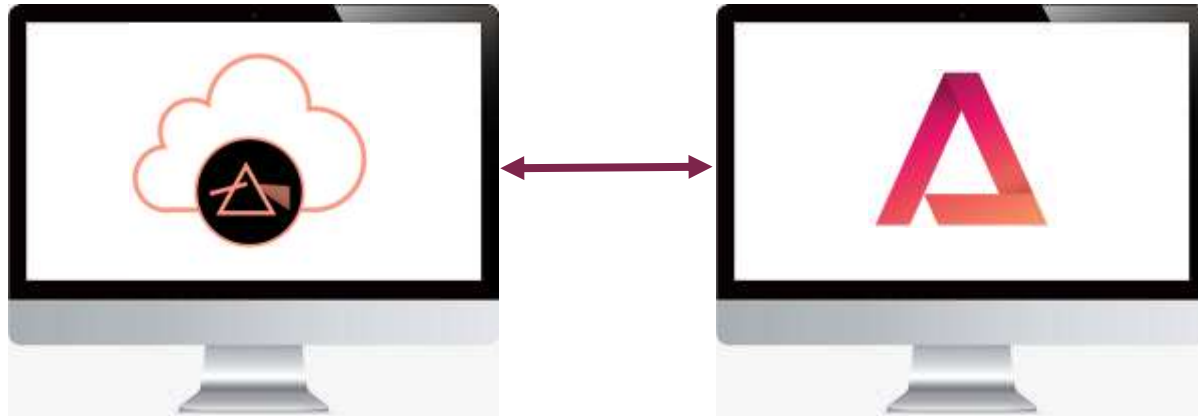
SAP CAR and PMR

Integration to SAP CX Stack



SAP Marketing Cloud integration

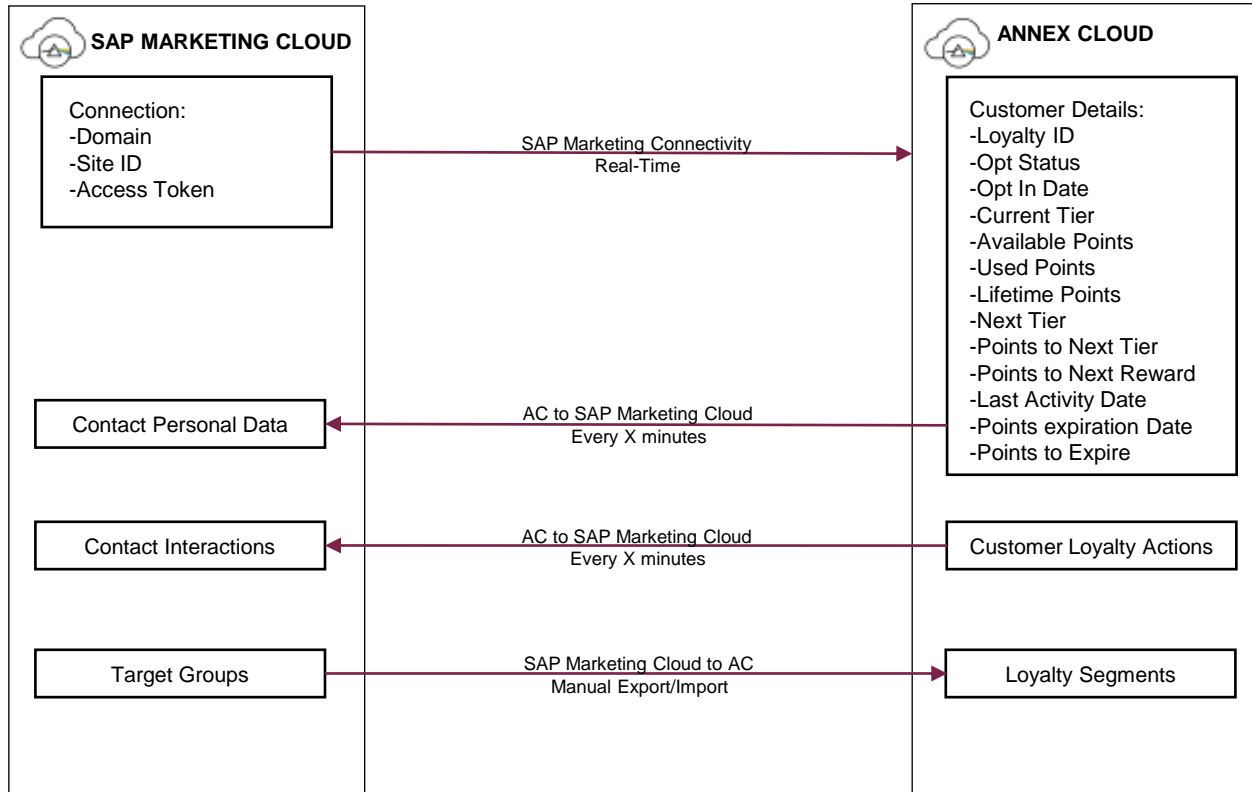
Empower marketers by using loyalty data to deliver engaging, in the moment, experiences. Capitalize on each touch point in real-time to increase marketing efficiency.



Supported Scenarios

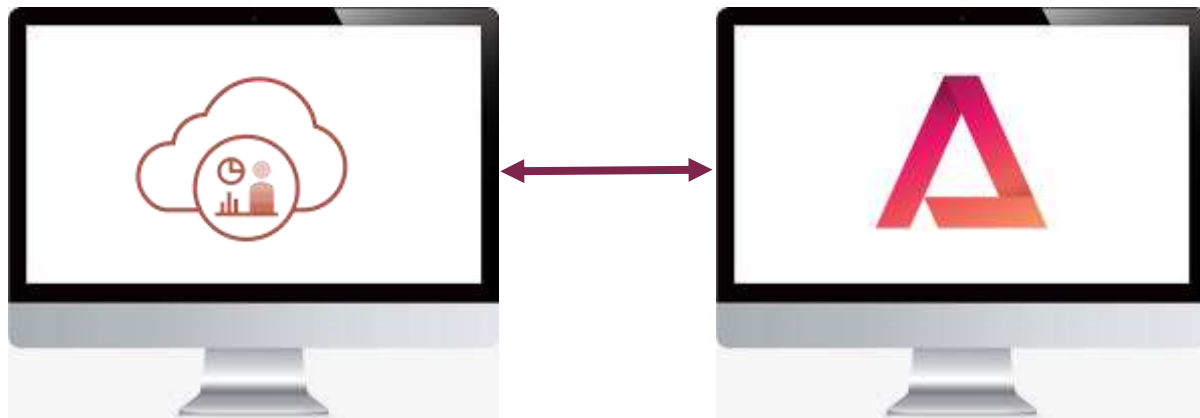
- ❑ Loyalty Data in Contact Profile
- ❑ Loyalty Attributes in Segmentation
- ❑ Target Groups to Loyalty Cloud for Targeted Offers

SAP Marketing Cloud integration



SAP Customer Data Cloud integration

Provide your most loyal customers a seamless experience for managing account details, permissions and consent through self service preference controls. Build trust and data protection into every touchpoint along the loyalty members journey.

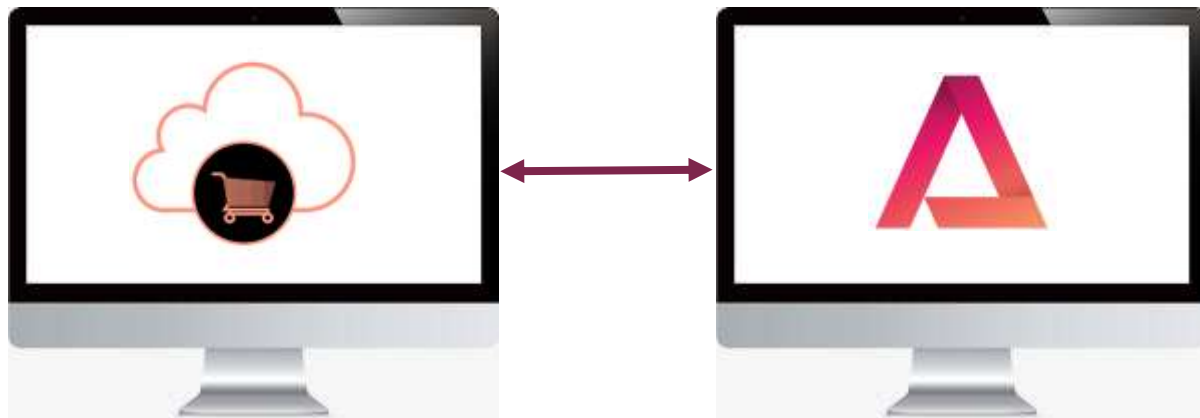


Supported Scenarios

- ❑ Account creation, permissions, and consent management
- ❑ Social Login for a frictionless experience
- ❑ Loyalty attributes available for consumer profile
- ❑ GDPR delete, Opt-Out, and RTBF

SAP Commerce Cloud integration

Deliver a Customer Experience that goes beyond the traditional points and rewards loyalty programs. Encourage and Reward brand advocates through purchases, referrals, reviews, and other social behavior.



Supported Scenarios

- Loyalty Member Dashboard
- Product Catalog and Details
- Checkout (points and vouchers)