

Loyalty Experience Manager

Accelerate Growth by Personalizing your Customers Experiences at Every Touch Point

Annex Cloud's Loyalty Experience Manager combines best in class loyalty program management capabilities with powerful engagement modules to build attitudinal, emotional and empathic connections to your brand. The solution is built on an extensible SaaS architecture and integrated with the world's leading digital solutions for easy set up and integration, creating a seamless experience for your customers across all of your technology.

Connect, engage, and grow your customer relationships at scale.



Engagement

Track and communicate with your customers across the entire customer journey; speak to them in an empathic way, read their reviews, personalize messages and experiences. Gamify these experiences to extend excitement + engagement.



Marketing

All the components you need to create the perfect customer experience. From social media integrations to SMS to email to print – we cover it all.



Rewards

Offer rewards through any shopping channel, online, in-store, through an app or a mix. Points, branded gift cards, 3rd party rewards, rebates – our solution can be configured to your rewards plan + custom built for your needs and industry.



Program types

Implement multiple program types for your business to address the special needs of your organization and your various customer segments. Paid/Premium and/or Free, Transactional and/or Behavioral, Individual and/or Coalition.

Customer Loyalty Software Built for Any Situation

| | | | | | |
|------------|-----------------------------------------|---------|---------------------------|---------------------------|----------------------|
| Retail | Consumer products/ Manufacturing/CPG | Fashion | Automotive | Sports & Entertainment | Utilities & Telecom |
| Oil & Gas | B2B | Grocery | Direct Sales | Healthcare | Travel & Hospitality |
| Non-Profit | Education | Media | Cinema/ Movie/Theatres | Public Sector | Financial Services |

Why Annex Cloud?



Most **modularized extensible platform** allowing clients the most flexibility of features and a nimble environment to optimally meet ever changing needs.



Most innovative solution delivering engagement modules for emotion and empathy, enabling clients to **create true human connections** with their customers.



The largest partner network delivering the most predefined integrations makes loyalty easy for clients to execute fast and deliver frictionless experiences to their customers.

Recipient of highly coveted vendor + industry accolades including:

Gartner

salesforce

SAP

shopify

Adobe

LOYALTY360
The association for customer loyalty

FORRESTER

250+

Global Enterprise Customers

10+ Billion

Application clicks a month

170+

Employees

- ▶ HQ in Los Angeles
- ▶ Founded in 2010
Privately Held
- ▶ Global offices in Germany and India

Trusted by Global Brands

NU SKIN

MIZUNO

elf.
eyes lips face

BED BATH & BEYOND

MERZ

BAT

TOYOTA

taylorMade

Integration Partners

salesforce

Adobe

BIGCOMMERCE

epi

SAP

shopifyplus

worldpay
from FIS

ORACLE
NETSUITE

Harness the value of your customer relationships.
Contact our Loyalty experts to schedule a complimentary live demo or consultation.