



CATEGORY 16

BEST LOYALTY RULES ENGINE TECHNOLOGY VENDOR OF THE YEAR

ENTRY FORM

SUMMARY:

This award will be awarded to the best loyalty rules engine technology vendor servicing SA based clients. Vendors are encouraged to submit their achievements and successes for their platforms delivering loyalty & rewards technology. Judges will assess this category based on the technology vendor's capability, NOT its clients' programme results, i.e. please showcase your capability with client examples to highlight success.

Please ensure your entries address the below criteria:

1. List your product specifications to deliver core loyalty rules engine for your clients (to include managing points / non-points activities and tier management but not limited to these)
2. List your approach to loyalty best practice to ensure client success (e.g. data, API integrations, fraud prevention, security layers and audit trails, billing management and any blockchain and capability)
3. Showcase your client successes in SA because of your core loyalty technology platform (to include timescale to market, i.e. implementation, campaign results, customer retention results and customer value, i.e. value and frequency)
4. Showcase your innovation (including product roadmap, payment integrations, seamless customer experience, i.e. digital commerce strategy, gamification and cloud vs onsite)
5. What the scalability of your platform is for multiple loyalty programmes in one client environment, plus your support level and flexibility as client demand fluctuates



AGENCY SUBMISSIONS (On behalf of clients)

If you are an agency and entering the awards on behalf of your client, you will need permission and sign-off from your client to enter their details for the awards. We require the signed agreement to accompany your entry. **Please note:** We will not review your entry if we have not received a signature from your client.

WINNING PARAGRAPH (max 150 words):

(To be published should your entry receive recognition – permission must be granted in the declaration on page 2)

EXECUTIVE SUMMARY:

HIGHLIGHT THE ACHIEVEMENTS IN THE FOLLOWING DELIVERABLES:

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HAVE ANY QUESTIONS?

Please call us on **021 715 8619** or email info@southafricanloyaltyawards.com and we will gladly assist!