



CATEGORY 17

BEST LOYALTY ENABLEMENT TECHNOLOGY VENDOR OF THE YEAR (NOT CORE LOYALTY RULES ENGINE)

ENTRY FORM

SUMMARY:

This award will be awarded to the best loyalty technology enablement vendor servicing an SA based client. 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.

This category is NOT the same as category 16 (best loyalty rules engine technology vendor). This category is for additional enablement functionality (i.e. gamification, marketing automation and engagements, etc.)

Please ensure your entries address the below criteria:

1. What core loyalty KPI is your platform helping clients to achieve? (i.e. what problem does your enablement platform solve for and why is it a critical KPI?)
2. List your product specifications which deliver the appropriate capability to succeed in the KPI outlined in question 1 and list any key dependencies to achieve this KPI
3. Showcase your client successes in SA because of your loyalty enablement technology. (Please include results against campaigns, customer-value and frequency, customer retention, etc.)
4. Showcase your innovation i.e. what has already been implemented, and supported with results (plus product roadmap)
5. What is the scalability, flexibility and integration capability of your enablement platform?
6. Please provide a small demo of your platform



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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5. What is the scalability, flexibility and integration capability of your enablement platform?

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HAVE ANY QUESTIONS?

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

SAMPLE