



Enterprise Loyalty Solution

Dell Services Loyalty Solution provides enterprise-wide rewards services and support that allows you to implement better programs, faster and with lower operational costs.

The competitive advantages of integrated, robust and compelling loyalty programs are possible through Dell Services' banking industry thought leadership, proven structures and methodologies, technology toolkits, rewards partnerships, and infrastructure expertise.

A good loyalty program is one of the reasons customers come to your bank. A great loyalty program is why your customers stay and grow their business with you. Loyalty programs also provide business intelligence to increase service personalization and decision support for more profitable product development. The customer gets to select rewards, but your enterprise gets the best reward — long-term customers who do all of their banking with you.

The Dell Services Loyalty Solution comprehensively addresses program development:

- Consulting services to structure programs and model return on investment
- Reduced time to market based on Dell Services' proven toolkit and world-class development and integration capabilities
- Infrastructure best practices, global remote management and hosting solutions to provide predictable availability and system performance at lower costs
- Partnerships with leading reward providers to reduce operational cost
- Business intelligence framework to provide program transparency and intuitive performance reporting for decision support

- Thought leadership in the banking community, feeding innovation for continual financial optimization and competitive improvement

The result is better targeted and accepted promotions across product lines through integration with other loyalty programs as well as customer segmentation and lifecycle marketing.

Whether launching a new loyalty program or improving the competitiveness of existing programs, Dell Services has the experience, scalability, and domain intimacy to accelerate time to market and provide an advantage in the competitive retail and commercial banking markets. We tailor our flexible and collaborative solutions to your specific needs, delivering global best practices and the capabilities of a worldwide workforce. The Dell Services Enterprise Loyalty Solution builds trust by enabling banks to accelerate growth, streamline operations and achieve customer intimacy and retention objectives.

Dell Services Enterprise Loyalty Solution Approach

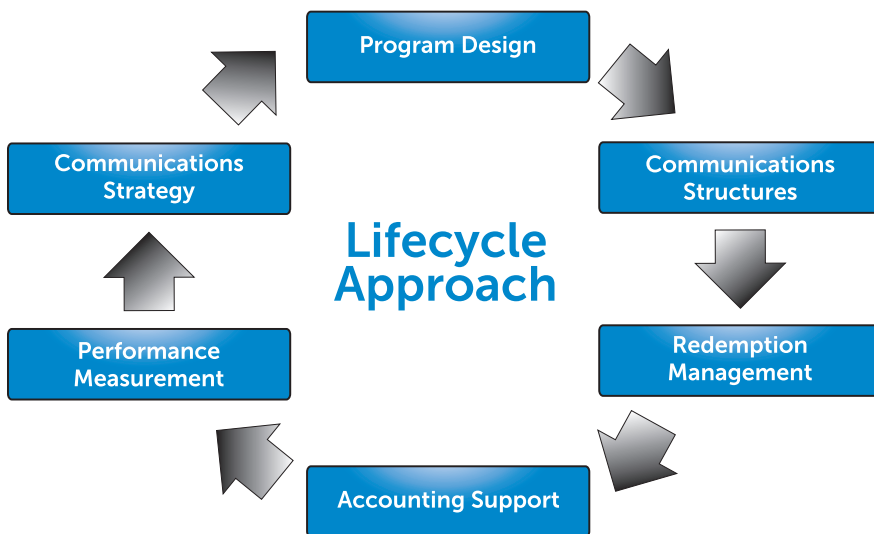
Banks need new and innovative programs that attract new members, strengthen customer loyalty, and increase product adoption while increasing overall client satisfaction. Our loyalty solutions:

- Increase product utilization
- Sustain and grow customer relationships
- Promote new or focused product lines
- Motivate adoption of underutilized solutions such as electronic bill payment and direct deposit
- Up-sell and cross-sell products / services
- Promote "match-making" between the consumer and bank merchant customers

The Dell Services Enterprise Loyalty Solution approach is based on our proven Enterprise Architecture framework, creating an adaptive model that allows your loyalty programs to stay in sync with changing business objectives. Our process is driven by a set of four well-defined principles:

- Alignment to business objectives
- Architectural best practices
- The right technology choices
- Solutions designed to best meet customer needs

A Holistic Approach to Enterprise Loyalty



- **Program Design:** Enabling a loyalty infrastructure for the bank allows the rollout of different types of programs with targeted objectives. It also enables the rollout of loyalty programs that can scale across Line of Businesses (LOB), regions, and customer segments, reacting to new initiatives and promotions quickly in a cost-effective manner.
- **Contribution Structure:** Innovations across the contributions including house-holding provide a strong impetus to widening and deepening customer relationships. Rules-based promotions ensure seamless rollout of new plans and programs with rapid time-to-market.
- **Redemption Management:** Multiple redemption options provide customers with a "line of sight" to the reward that ensures ongoing usage of products and services. A truly rewarding redemption experience reinforces desired customer behavior.
- **Accounting Support:** Supports standard interfaces with General Ledger (GL) with no changes required in the host GL systems. Automating regulatory compliance and audit transparency are essential to moving at the speed of our customer.
- **Performance Management:** Provides business users with proactive and actionable information with drill-down across attributes to profitably manage programs. Innovative measurement of Customer Loyalty tied to business strategy reaches beyond Customer Satisfaction (CSAT) surveys.
- **Communications Strategy:** Maintaining active and appropriate dialog with your customer is critical to establishing trust. Doing so in a mutually beneficial manner will secure the bank's position as a trusted advisor.

For more information about any of our service offerings, please contact your Dell representative or visit dell.com/services.