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## Driving Information Commerce in Retail

### Innoviti Powers Marks & Spencer India's Loyalty Program

Marks & Spencer India has successfully rolled out its M&S Club Loyalty Program across all outlets in India, powered by Innoviti's uniPAY marketing technology platform. The program is designed to offer unique services and benefits to loyal customers in a simple and convenient manner. The entire program design, technology integration and national roll-out was carried out in less than four months and the program has been welcomed well by the customers.



The program technology has several unique features for customers such as:

1. Instant redemption
2. SKU, date and outlet based customized rewards during campaigns
3. Online loyalty account access for customers, and other features

### Customer Analytics

The technology provides detailed analytical view of the customer purchase pattern that can be used by retailers and brands to understand the purchase behaviour better and design relevant database marketing campaigns. The system also provides for an integrated campaign management facility which helps carry out the campaign for the selected segment, enable it at the front-end POS, monitor the response and help manage the overall ROI through fine-tuning of the campaigns.



### News In Brief

#### uniPAY Brief

uniPAY is an information and commerce management solution for retailers. Its key benefits are:

1. Integrated customer management from customer recognition to billing to payment
2. Reduction in communication charges
3. Optimized bank commissions on credit/debit cards
4. Single system for managing loyalty, pre-paid and gift cards
5. Ability to identify customer micro-segments and design database campaigns for them
6. Secure management of customer data (PCI certified)

#### uniPAY In Use

1. In use by leading retailers in hospitality, retail, apparel, radio taxi and entertainment segments
2. > 25 million payment, loyalty, gift-cards and pre-paid transactions processed annually across 15 customers

3. > 15000 POS terminals enabled
4. > 300,000 customers data processed daily

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### **Disclaimer**

The representations made here are true to the best of our knowledge, information and belief.  
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