

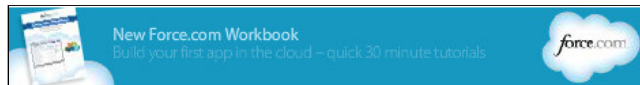
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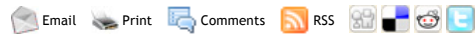
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S/w for Customer Loyalty from Saksoft

Loyalty Management System for Banking and Financial Services Industry

Wednesday, February 24, 2010



NEW DELHI: Saksoft, a software services company focusing on the BFSI segment, announced the launch of Prima, a Pan banking Customer [Loyalty Management](#) System is claimed to be designed exclusively for the Banking and Financial Services Industry. Prima allows users to define loyalty programs at multiple levels like customer and products so that the promotion programs can be tailor-made to reward the loyal customers of the financial institution.

As per a press release, traditionally, [loyalty systems](#) have been product centric and limited to only the product transaction systems. However, Prima is designed for a Pan-banking implementation allowing customers to define programs on different products across the bank and then holding the points at the customer level. This enables the bank to reward the customer based on Total Relationship Value. The product is built on a powerful technology architecture and is packaged into five modules namely Admin, System Configuration, Accruals, Redemptions and Reports. Prima supports enterprise wide, multi currency and multi product implementations, dual currency credit cards and all types of retail finance products. Prima automates the redemption life cycle, thereby ensuring operational efficiency. What-if analysis or simulation programs help in defining the ideal loyalty programs based on projected outcome.

Aditya Krishna, Founder & Managing Director, [Saksoft](#) Group said "As part of the Roadmap, we will add functionalities for Relationship based Pricing, thereby providing a complete Relationship based loyalty product."

"One of the biggest marketing challenges faced today is not only reaching out to new customers but also keeping the existing customer base intact. With Prima, banks and financial institutions can reward their customers across products, contact channels and purchase behavior, thereby enhancing the customer interaction and life time value. We plan to partner with leading Core banking and credit card system integrators and technology platform providers and discussions are in progress" said Mr. N K Subramaniam, Executive Director, Operations and Technology, Saksoft Ltd.

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