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Saksoft launches Prima

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Complete loyalty management system for Banking & financial services industry

Saksoft, a global software services company focusing on the BFSI segment has announced the launch of Prima, a pan banking customer loyalty management system 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.

The company made this announcement on 23 February 2010.

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