

Pobuca Loyalty Features

MOST POPULAR		
	STANDARD <i>Pre-designed Product & Services</i>	ENTERPRISE <i>Customizable Services</i>
Core System - Customer Database with profiling	Store your customer data in a CRM system, based on business templates that include pre-designed fields and configuration.	Store your customer data in a CRM system, customized for your specific business needs.
Customer Engagement & Loyalty		
Surveys	Use pre-designed survey templates to receive your customers' feedback about your products or services. Customers can respond to your surveys on a phone, tablet, or computer.	Create custom surveys from scratch or use our templates to receive your customers' feedback about your products or services. Customers can respond to your surveys on a phone, tablet, or computer.
Website Analytics	Track website visits and automatically relate them to contacts of your database. Website visitors are tagged with a unique cookie, so that each individual user can be identified, tracked and scored by the system.	Track website visits and automatically relate them to contacts of your database. Website visitors are tagged with a unique cookie, so that each individual user can be identified, tracked and scored by the system.
Engagement Campaigns	Use pre-designed newsletter templates & automated flows to send engagement campaigns* via email, SMS, and Viber. <i>*Fixed number of campaigns per month</i>	Create your own custom campaigns and flows or use our templates to send engagement campaigns via email, SMS, Viber, push notifications and chatbot notifications.
Customer Scoring	Use customer-related information, such as demographics or interactions (email responses, website visits and buying behavior) to score and segment them. In the standard version, you can use pre-trained scoring algorithms specific for your industry & business.	Take advantage of advanced Machine Learning algorithms that will score and segment your customers based on their demographics and trackable interactions (email responses, website visits, buying behavior, etc.). You can customize the scoring criteria and train the algorithm based on your specific needs.
Insights & Reporting	Track digital marketing activities. Use out-of-the-box reporting for newsletter statistics, website statistics and loyalty overview (available in the Loyalty module).	Extend the out-of-the-box reporting by using powerful analytics to measure KPIs based on your business needs. You can also use an advanced BI system to

		expand the system's reporting capabilities.
Digital Coupons	Use the coupon wizard to create personalized digital coupons and send them to your customers via email, SMS or Viber.	Build custom, personalized digital coupons, and integrate them with your POS system for easy redemption. Integrate them into email, SMS and Viber campaigns or in mobile digital wallets.
Connectivity with external systems	In the standard version, this module is not offered by default.	Use our API to integrate Pobuca Loyalty with other platforms.
Loyalty	Use one of the embedded Loyalty schemes to reward your customers with gifts or coupon discounts.	Design and implement the loyalty scheme based on your business needs and create custom rewards. Reward customers based on the product-service they buy or your marketing actions. Include custom reward types and integrate them with your POS system.
Member Management	Your customers may use the default pre-designed loyalty microsite to manage their profile or view their points and personal offers.	We can create custom member management end-points based on your needs. Loyalty microsite, loyalty bot or loyalty mobile app can be developed specifically for your brand.
Customer Service	In the standard version, this module is not offered by default.	Earn loyalty, empower agents, and stay agile with a single, unified customer experience. Facilitate agents to meet rising customer expectations. Intelligent processes guide agents to the right action every time.
Consulting Services	Our know-how and expertise has been included in the creation of business-specific templates for the platform.	A dedicated customer success team will guide you on how to determine the program design, user experience and reward scheme.
Outsourcing Services	Our virtual loyalty assistant will propose the right campaigns each month. You will receive reports for the success of every campaign and the loyalty scheme's progress*. Your feedback will be used to achieve the best results each time. <i>*Applicable on the Loyalty Module</i>	Our team of consultants are here to help you design and execute your company's marketing plan. They can run the process for you or help your company optimize the program performance. You will receive reporting of important KPI's and provide feedback during regular meetings.
Private cloud / On premise installation	Not available	Install Pobuca Loyalty on your own servers.

Custom user interface & features	Not available	Do you need a special customization that is not included in Pobuca Loyalty? Or an interface that is different from the default? No worries, we can deliver.
SLA for technical support	For software maintenance and technical support there is a Service Level Agreement response time. Our support team will respond to your technical request within 1 business day.	For software maintenance and technical support there is a Service Level Agreement response time. Our support team will respond to your technical request within 1 business day.
User onboarding & engagement campaigns	Not available	Together with your team, we design the onboarding process, training and user engagement campaigns to show the value of Pobuca Sales to your organization.
Support service packs & plans	Prepaid professional services charged per incident hour for business support, consulting or training. The SLA response time is within 1 business day. Additionally, you can build a custom support plan based on your needs. Pobuca support team has a response time of up to 2 hours and can deliver 24x7.	Prepaid professional services charged per incident hour for business support, consulting or training. The SLA response time is within 1 business day. Additionally, you can build a custom support plan based on your needs. Pobuca support team has a response time of up to 2 hours and can deliver 24x7.
Customization service packs	Prepaid professional services are hourly charged for customizations you may need (reports, custom fields, custom scripts). The SLA response time is within 1 business day.	Prepaid professional services are hourly charged for customizations you may need (reports, custom fields, custom scripts). The SLA response time is within 1 business day.

About.

Pobuca Loyalty is a web customer engagement & loyalty platform for retail and brands. It helps sales and marketing representatives keep, nurture and communicate with customers through a cutting-edge omni-channel approach.

Pobuca Loyalty is designed for retail and brands. So, our customers come mostly from the FMCG area.



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