

**NOVA:** The flexible, scalable and easy to use **loyalty solution**



**What's New: Vishal Care Launches Customer Loyalty Program on Nova**

Arcadia, in technical collaboration with Hollard Insurance company & Vishal Care (A JV of Vishal Mega Mart), has launched its Loyalty Program aimed at end-customer of a large retail chain in India. Using NOVA's innovative technology, Arcadia now communicates with its end customers across multiple channels. The program directly benefits loyalty customers and brings to them optimally priced and customized offerings by both retail merchant and Arcadia Insurance and offers rich. Using NOVA's flexible rewards engine, Arcadia can refine and update its point strategy at a touch of a button. Currently, Vishal Care is able to add 30K customer per month to this popular program.

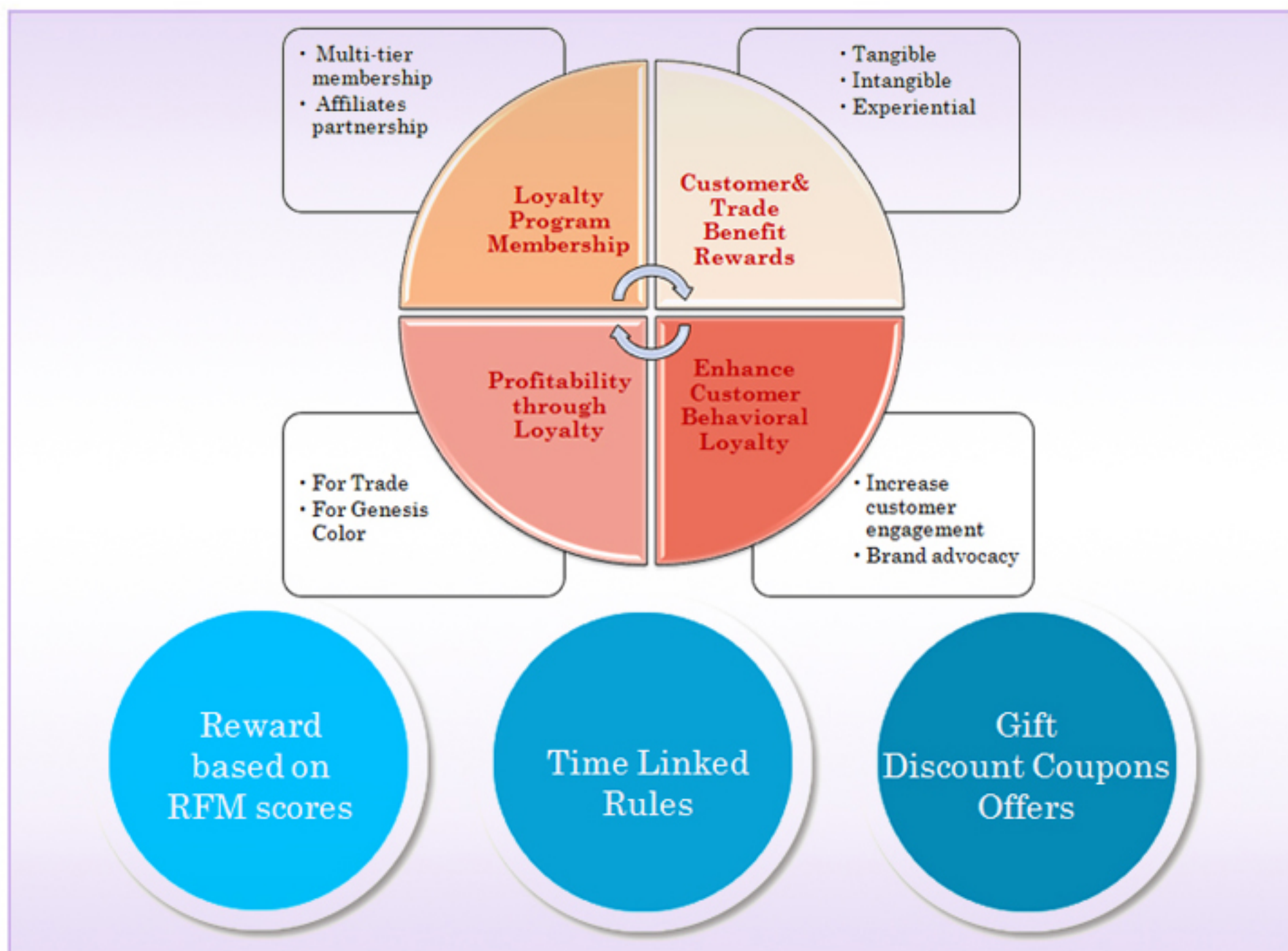
**NOVA Components**

**REAL-TIME REWARDS ENGINE**

- ✦ Targeted messaging at the customer level in real-time
- ✦ Easy-to-use interfaces to customize schemes at the touch of a button
- ✦ Flexible rewards engine delivers points, coupons, bonus, or personalized messages
- ✦ Multi-channel execution – charge slip printing with attractive graphics, email, SMS, web and direct mail
- ✦ End-to-end solution, including customer care, card procurement and inventory management, redemption catalogue management

**CAMPAIGN MANAGEMENT SOLUTION**

- ✦ End-to-end workflow automation to design, deliver and analyze campaigns efficiently
- ✦ Segment- and customer-level targeting
- ✦ Highly configurable rules engine based on customer demographics, purchasing behavior, channel, location and time
- ✦ Real-time or batch delivery across multiple integrated channels – SMS, charge slip, email, web or direct mail



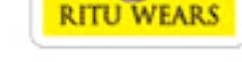
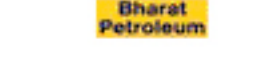
**VERSATILE ARCHITECTURE**

- ✦ Runs on EDC or PC POS hardware
- ✦ Integrate with banks for co-branded solutions
- ✦ Supports coalition loyalty programs of multiple merchants
- ✦ Online or offline account settlement
- ✦ Pure mobile solution available for faster adoption at lower operating costs

**RICH ANALYTICS**

- ✦ Powerful real-time reports transform data into actionable insights
- ✦ User-based dashboards to facilitate tracking and management
- ✦ Customizable success metrics by campaign to automate ROI analysis
- ✦ Easy integration with SAP and other back-end systems

**Clients**



**LEARN HOW PINE LABS CAN POWER YOUR BUSINESS**

- ✦ Plutus credit/debit processing: Lower your transaction costs and eliminate EDC terminals
- ✦ Nova Loyalty: Reward your best customers in real-time
- ✦ Gift and Prepaid program: Generate new revenue and lock in future spending
- ✦ VAS: Offer your customers Mobile Top-up, Bill Payment and Air/Rail/Bus ticketing

**For more information contact us...**

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