

PEARL



pearl

Loyalty offering from Pearl

CXify Loyalty

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The Pearl Group organization

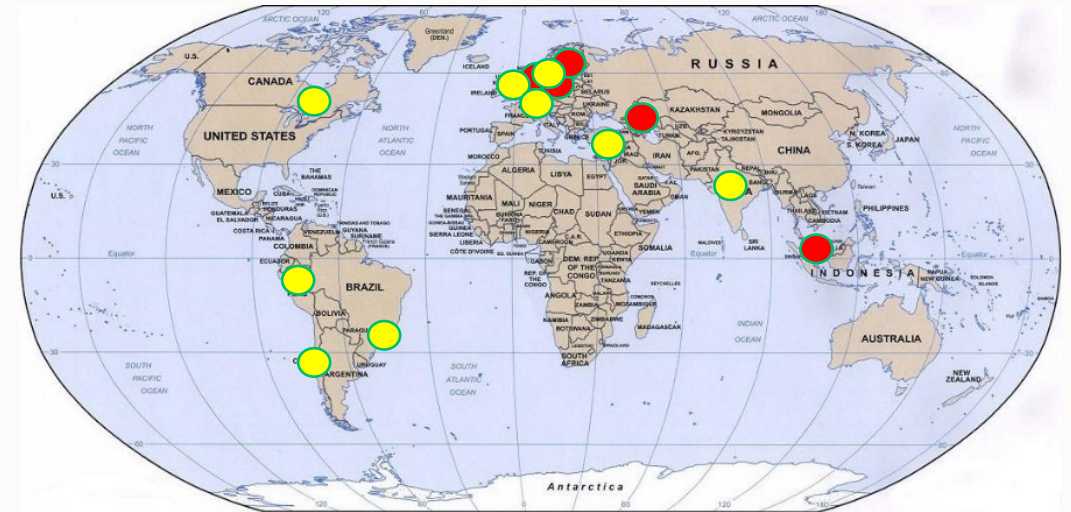
pearl

The Company

- ✓ 6 offices in 5 countries
- ✓ 180 employees / 220 FTE
- ✓ 310 MNOK turnover in 2019

Our strategy:

Total responsibility
24/7 operational services
Stability and scalability
Long-term partner



Competency & Industry focus

- ✓ S4HANA
- ✓ C4HANA
- ✓ Analytics / BW / SAC
- ✓ PearlCare / Basis operations



SAP® Certified
Partner Center of Expertise



SAP Hybris [v]

SAP Certified
Partner Center of Expertise

SAP
Platinum Partner

Sannsyn – Turn your data into a competitive advantage

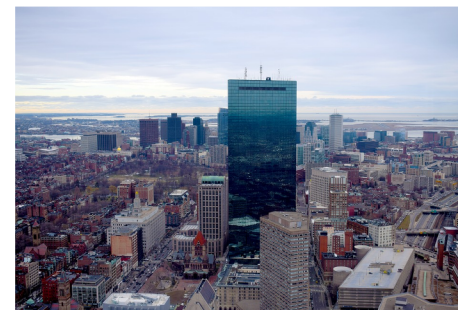
Sannsyn provides large and medium-sized companies with **insights, relevance** and **automations**.

Sannsyn creates value by combining **big data, data science, algorithms** and **neural network** (often referred to as “artificial intelligence”).

Sannsyn creates **solutions that are individualized** to every single customer. On some projects Sannsyn work only on a consultancy basis, while in other projects we mostly use our own template-based solutions, frameworks and products.

Global outreach with teams based in Oslo, Riga, Dhaka and Boston.

Largest shareholder is Pearl Group AS.



Boston, United States



Oslo, Norway



Dhaka, Bangladesh



Riga, Latvia

Hvorfor bygger Pearl en egen Lojalitets løsning!

- **SAP CRM-lojalitet - Vil være borte om 2–5 år.**
- **SAP Loyalty Cloud (Hybris Loyalty) – Discontinued, alt salg og videreutvikling STOPPET**

- Pearl har meget god kompetanse innen dette område



- Sannsyn er den perfekte plattform å bygge en slik løsning på
- Og det er ingen andre virkelige gode lojalitets løsninger å velge på!

CXify

Elevate your Customer
Experience with the CXify
Software Suite



Plug and play SaaS & add-ons for your e-commerce solution

A software suite built to help e-commerce, marketing, and growth teams increase engagement, conversions, and retention through AI driven personalization, improved search capabilities, and advanced loyalty programs. The CXify suite puts you one step ahead of your competitors and one step closer to your customers.



How to
ACQUIRE
customer
consent?

How to
RETAIN
customer
consent?



Loyalty program as enabler for marketing



CXify Products



RECOMMENDATIONS

Use artificial intelligence based on digital footprint to give your customers a personalized experience and recommend what matters and converts.



SEARCH

Make your search relevant.
Make it convert to more sales by using data analytics, artificial intelligence, digital footprint and historical data.



LOYALTY

Boost your reputation & brand loyalty by executing new types of campaigns & rewarding your customers.



DATA + ANALYTICS

Make real time, data-driven decisions across all departments in a fast and secure manner.

CXify Recommendations



Leverages Unique Data Insight

Analyse data like purchases, clicks and page views to giving your customer most relevant and targeted product recommendations



Multi-channel

Sync your product recommendations across multiple media channels including web, mobile notification, email, etc.



Banner + UI Personalization

Tailor your UI for each customer and use your banner space wisely by showing only the most relevant information



Pre-built algorithms

Get up and running very fast with library of pre-built customizable algorithms or develop your own algorithms with help of our experts



Real-time adjustments

All recommendations calculated real-time which allows you to react on changes in customer behaviour immediately



Smart ID Service

Collects data from new visitors and non-logged in members to create personalized experienced for all your customers

Dashboard

Key Numbers November 10, 2019

11.8%

Highest last 30 days 24.6%



Conversion

2.14

Average last 30 days 2.06

Reminder frequency

162

Highest last 30 days 1313



Turnover

Dashboard

Controller

Campaigns

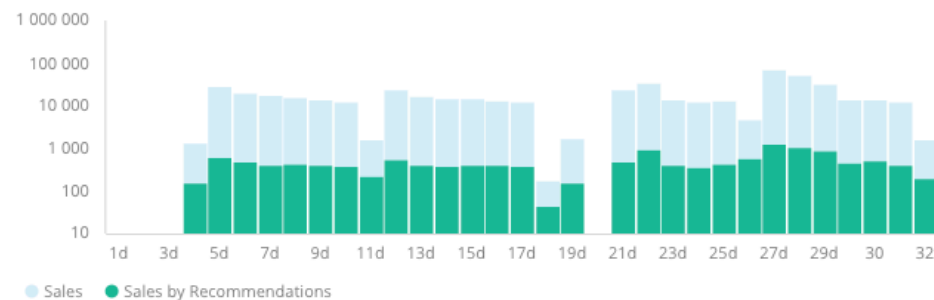
Privacy

Analytics

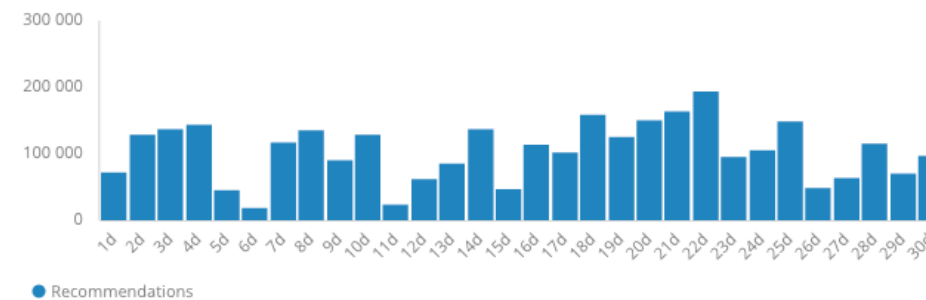
Customer Targeting

COLLAPSE MENU

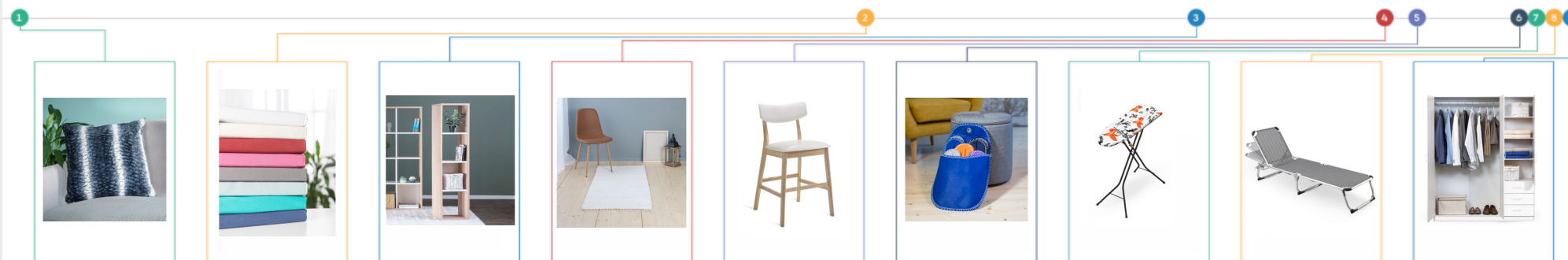
Sales by Recommendations



Recommendation Requests October total: 3 394 321



Most Popular



CXify Search



Semantic Search

Utilizes your product data and enhances it with semantic meaning to give your customers results that go beyond “keywords”



Enhanced Search Analytics

Understand and improve your searches with access to advanced data analytics like most searched products, zero-hits, most purchased products etc.



Personalized search results

Analyse customer’s purchase and click history to show products he/she is most likely to buy on top of search result list



A/B testing for search configurations

Administration of loyalty programs done in UI which has same look and feel as any SAP application



Health monitor for your search

Review technical data of how your search is performing, including search query time, request time, and number of errors.



UI for product boosting and synonyms

Be in control of the order that products and categories show up in the search results and maintain synonyms for search terms.



Rimi.lv

kola

Understands
intent



Sveiki, Juris



Produkti Pirktiekie Produkti

Iepērcies
un saņem
iepakojumu
dāvanā!

Piedāvājums spēkā, kamēr
pieejamas

Uzzini vairāk

Svaigs katru dienu



Gāz. dzēriens Coca-Cola 2l

179
€/gab.
0,90 €/l



Pievienot grozam

Automatic boost
from trending
items



Gāz.dzēriens Pepsi Cola 1L

069
€/gab.
0,69 €/l



Pievienot grozam

Customer's
favorite from
purchase history



3 un vairāk

-8%

165
€
1,79 €

Gāzēts dzēriens Coca-Cola zero 2l

179
€/gab.
0,90 €/l



Pievienot grozam

Automatic boost
from customer's
previous clicks



Dzēriens RC Cola gāzēts 2l

133
€/gab.
0,67 €/l



Pievienot grozam

Supplier
sponsored or
private label



Iepakotā pārtika (2)



0,00 €

Pasūtījuma gro

- Statistics
- Interaction
- Performance
- Searches
- Trends
- Zero hits
- Configuration
- Elevation
- Boost
- Synonyms
- AB-tester
- Semantics

Core Selector :

films

Interaction

15. November 2019

Resolution: Daily

Interaction



Most conversions by search

Title	Img	Count
Dekoratīvs spilvens EILI		53
Palags ar gumiju CATHERINE		45
Paklājs SOPHIE		42
Bāra krēsls GREVIE		41

Search driven conversions

Title	Img	Search Proportion
Bāra krēsls GREVIE		60
Dekoratīvs spilvens EILI		55
Palags ar gumiju CATHERINE		40
Paklājs SOPHIE		34

Most clicked

Title	Img	Count
Paklājs SOPHIE		54
Palags ar gumiju CATHERINE		38
Bāra krēsls GREVIE		30
Dekoratīvs spilvens EILI		30

CXify Analytics



Collect and store your data

Collect any type and size of data in data lake:

- Financial and operational data
- Web analytics data
- Real-time sensor data
- Video or audio recordings
- E-mails, documents and social feeds
- Competitor data using scraping of web pages



Analyse your data

Use different techniques – from common statistical analyses of big data, to more advanced use of AI in the form of neural networks and deep learning



Grow business with your data

Create business value for your data in the form of reports, visualization, analysis or automation and easily integrate in your IT environment

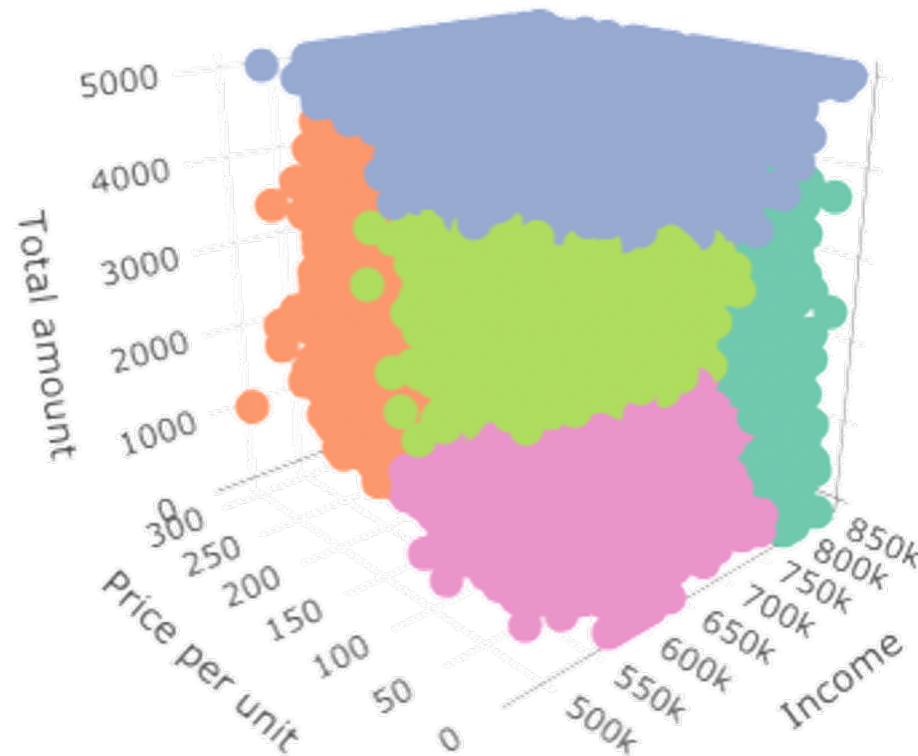


Purchase data joined with income by municipality

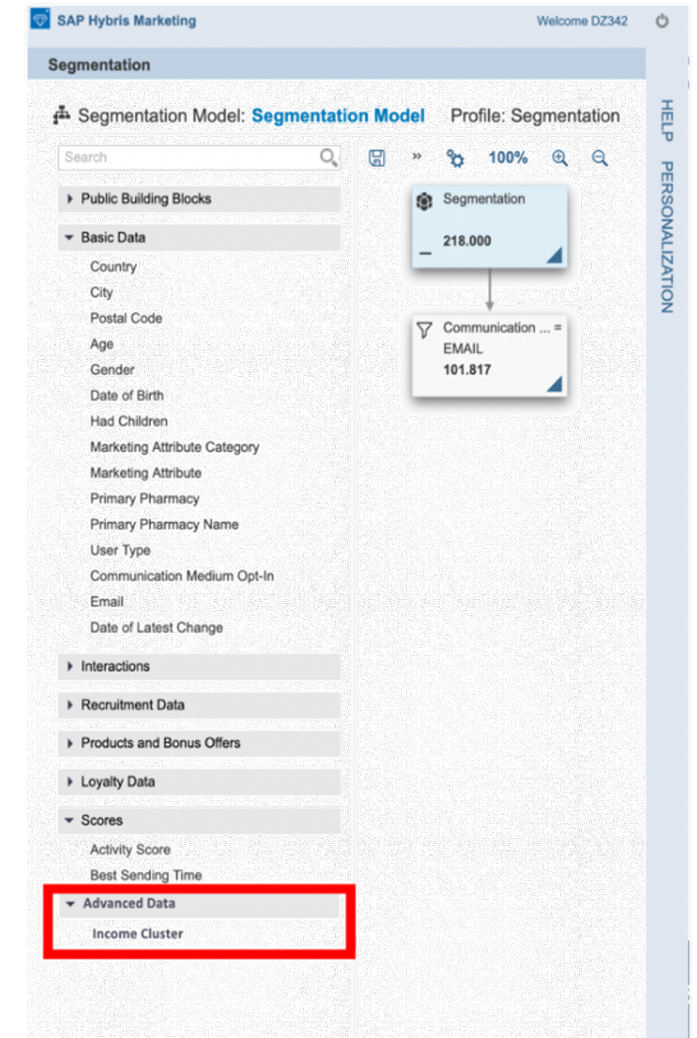


Median household
income data by
municipality
(kommuner) for 2017

- High income cluster
- High price cluster
- High spender cluster
- Low spender cluster
- Medium spender cluster



* 2019 data until end of October for customers with consent



Build a Custom Loyalty Program

Fully integrated. Fast. Flexible. Secure



Benefits of a Loyalty Program



Attract New Customers

Attract new customers by making referral and new registration bonuses



Increase Profitability

Increase your turnover and profit by motivating your customers to buy more



Execute New Types of Campaigns and Offers

Decide what kind of involvement you want from your customers and motivate them to do it with loyalty program rewards



Decrease Customer Churn Rate

It is cheaper to retain existing customers than to acquire new customers — especially in B2B

CXify Loyalty



Flexible and fast rule engine

Define many types of rules and run different campaigns without worrying about performance



Multiple accounts and tiers

Supports different point types (bonus points, virtual punch cards etc.) and membership tier levels



Keep your customers engaged

Allows members to earn points for different activities like purchase, registration, social media posts etc.



Clean and modern interface

Administration of loyalty programs done in UI which has same look and feel as any SAP application



Easily integrated with SAP

Pre-built integration with SAP Commerce and SAP Marketing with more to come



Analytics and AI driven

Developed by data scientists to take advantage of your customer data with built in recommendations



Multiple accounts and tiers

- ✓ **Unlimited point and virtual punch card accounts**
 - Define as many different point accounts as needed for same loyalty program
 - Use point account for digital sticker collection or as punch card
 - Define period when points expire: end of month/year, after X days or on fixed date
- ✓ **Flexible point spending**
 - Define as many activities and rules as you wish for spending the points
 - Use point reservation logic to freeze points until spending is confirmed
- ✓ **Customizable membership tier levels**
 - Define multiple tier levels for one or multiple point accounts
 - Flexible tier level validity options

The screenshot displays the CXify Loyalty Management interface. On the left is a dark sidebar with a menu including: Dashboard, Manage Customers, Manage Rules (with a dropdown arrow), Rules, Rule Groups, Manage Loyalty (with a dropdown arrow), Loyalty Programs, Point Types (highlighted), Levels, Activities, and Manage Metadata (with a dropdown arrow). Below these are links for Categories, Channels, Locations, Products, and Campaigns. The main content area is titled 'Edit Point Type 1' and shows the configuration for 'Point Type Properties'. It includes three input fields for 'Point Type Name' (set to 'Bonus points'), 'Start Date' (2020.01.01 00:00:00), and 'End Date' (2050.12.31 23:59:59). Below these are three dropdown menus: 'Expiry Period Type' (set to 'At the end of'), 'Reserve Period Type' (set to 'After X Days'), and 'Qualifying Period Type' (set to 'None'). Further down are three more dropdowns: 'Expiry Period' (set to 'Year'), 'Reserve Period' (set to '1'), and a 'Define period after which earned points are going to expire' (with a help icon and a close button). There are also two larger text boxes with help icons and close buttons: 'Define period for point redemption how long points will be reserved until they are added back to customer's account if no confirmation activity is received.' and 'Define period after which points used for qualification to tier levels will be reset.' The top right of the interface shows 'Loyalty Program: Bonus Program Norway' and 'Alan Smith'. The bottom right corner features a pink circular logo with a card icon and the text 'CXify LOYALTY'.

Keep your customers engaged

✓ Flexible member activity definition

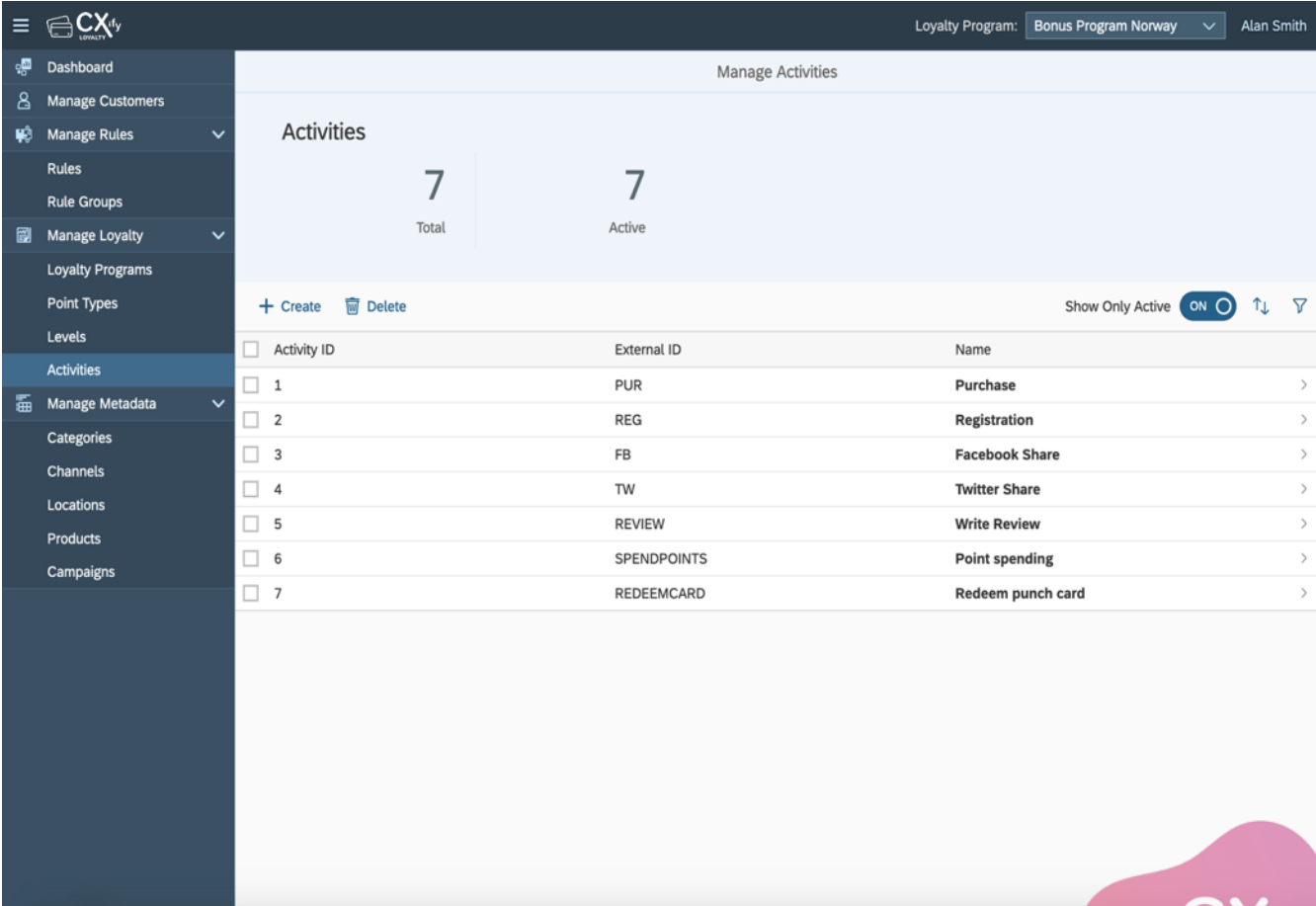
- Define unlimited member activity types
- Trigger member activities with interface or manual upload
- Define one or many rules for each member activity
- Create member activities also for point spending

✓ Choose your goals and motivate your members to achieve them

- Create member activities not only for purchases but also web shop visits, product reviews, social activity or anything else you like

✓ Points for referring new customers

- Referral program to motivate current members to involve their friends



The screenshot shows the CXify Loyalty Management interface. The sidebar on the left contains navigation options: Dashboard, Manage Customers, Manage Rules (with sub-items: Rules, Rule Groups), Manage Loyalty (with sub-items: Loyalty Programs, Point Types, Levels), Activities (highlighted), and Manage Metadata (with sub-items: Categories, Channels, Locations, Products, Campaigns). The main area is titled 'Manage Activities' and shows a summary of 7 Total and 7 Active activities. Below this is a table of activities with columns for Activity ID, External ID, and Name. The table lists 7 activities: 1 (PUR, Purchase), 2 (REG, Registration), 3 (FB, Facebook Share), 4 (TW, Twitter Share), 5 (REVIEW, Write Review), 6 (SPENDPOINTS, Point spending), and 7 (REDEEMCARD, Redeem punch card). Each row has a checkbox on the left and a right arrow on the right.

Activity ID	External ID	Name
1	PUR	Purchase
2	REG	Registration
3	FB	Facebook Share
4	TW	Twitter Share
5	REVIEW	Write Review
6	SPENDPOINTS	Point spending
7	REDEEMCARD	Redeem punch card

Flexible and fast rule engine

✓ Very flexible rule definition

- Limit rule on products, categories, stores, channels or campaigns
- Create rules that apply only for specific member tiers
- Manage rule dependencies between each by grouping and prioritizing them

✓ Multiple rule processing options

- Calculate points based on transaction header and/or item
- Reward customer with fixed point amount or price/quantity multiplier

✓ Customizable rewards

- Define rules also for point spending
- Point reservation
- Supports any type of rewards

Manage Rules									
+ Create Delete Approve Activate Deactivate Show Only Active ON ↑↓ 🔍									
☐	Rule Name	Status	Activities Name	Point Type	Points Per Price	Constant Points	Points Per Quantity Unit	Active From	Active To
☐	Registration bonus Rule ID: 1 Version: 1	Active	Registration	Bonus points	0	2500	0	Jan 1, 1990, 2:00:00 AM	Jan 1, 2100, 1:59:59 AM
☐	Referral bonus Rule ID: 2 Version: 1	Active	Registration	Bonus points	0	2500	0	Jan 1, 1990, 2:00:00 AM	Jan 1, 2100, 1:59:59 AM
☐	Facebook share Rule ID: 3 Version: 1	Active	Facebook Share	Bonus points	0	100	0	Jan 1, 1990, 2:00:00 AM	Jan 1, 2100, 1:59:59 AM
☐	Points per NOK - Silver Tier Rule ID: 4 Version: 1	Active	Purchase	Bonus points	1	0	0	Jan 1, 1990, 2:00:00 AM	Jan 1, 2100, 1:59:59 AM
☐	Points per NOK - Gold Tier Rule ID: 5 Version: 1	Active	Purchase	Bonus points	1.5	0	0	Jan 1, 1990, 2:00:00 AM	Jan 1, 2100, 1:59:59 AM
☐	Points per NOK - Platinum Tier Rule ID: 6 Version: 1	Active	Purchase	Bonus points	2	0	0	Jan 1, 1990, 2:00:00 AM	Jan 1, 2100, 1:59:59 AM
☐	Twitter retweet Rule ID: 7 Version: 1	Active	Twitter Share	Bonus points	0	100	0	Jan 1, 1990, 2:00:00 AM	Jan 1, 2100, 1:59:59 AM
☐	Product review Rule ID: 8 Version: 1	Active	Write Review	Bonus points	0	500	0	Jan 1, 1990, 2:00:00 AM	Jan 1, 2100, 1:59:59 AM
☐	Extra points for Apple iPhone first day purchases Rule ID: 9 Version: 1	Active	Purchase	Bonus points	1	0	0	Jan 1, 1990, 2:00:00 AM	Jan 1, 2100, 1:59:59 AM
☐	Extra points on HP days Rule ID: 10 Version: 1	Active	Purchase	Bonus points	0	100	0	Jan 1, 1990, 2:00:00 AM	Jan 1, 2100, 1:59:59 AM
☐	Spend Bonus points Rule ID: 11 Version: 1	Active	Point spending	Bonus points	-1	0	0	Jan 1, 1990, 2:00:00 AM	Jan 1, 2100, 1:59:59 AM
☐	Redeem Punch card	Active	Redeem	Punch card	0	-10	0	Jan 1, 1990,	Jan 1, 2100,

Rule Type Examples

- ✓ Rule conditions based on:
 - Products
 - Categories
 - Campaigns and/or promotions
 - Sales channel
 - Locations
 - Customer tier level
- ✓ Rule reward is fixed amount of points or multiplier
- ✓ Rewards based on transaction header or item
- ✓ Group together and prioritize rules in sub-groups
- ✓ Rule activation and versioning



UI and Analytics

✓ Familiar and user-friendly UI

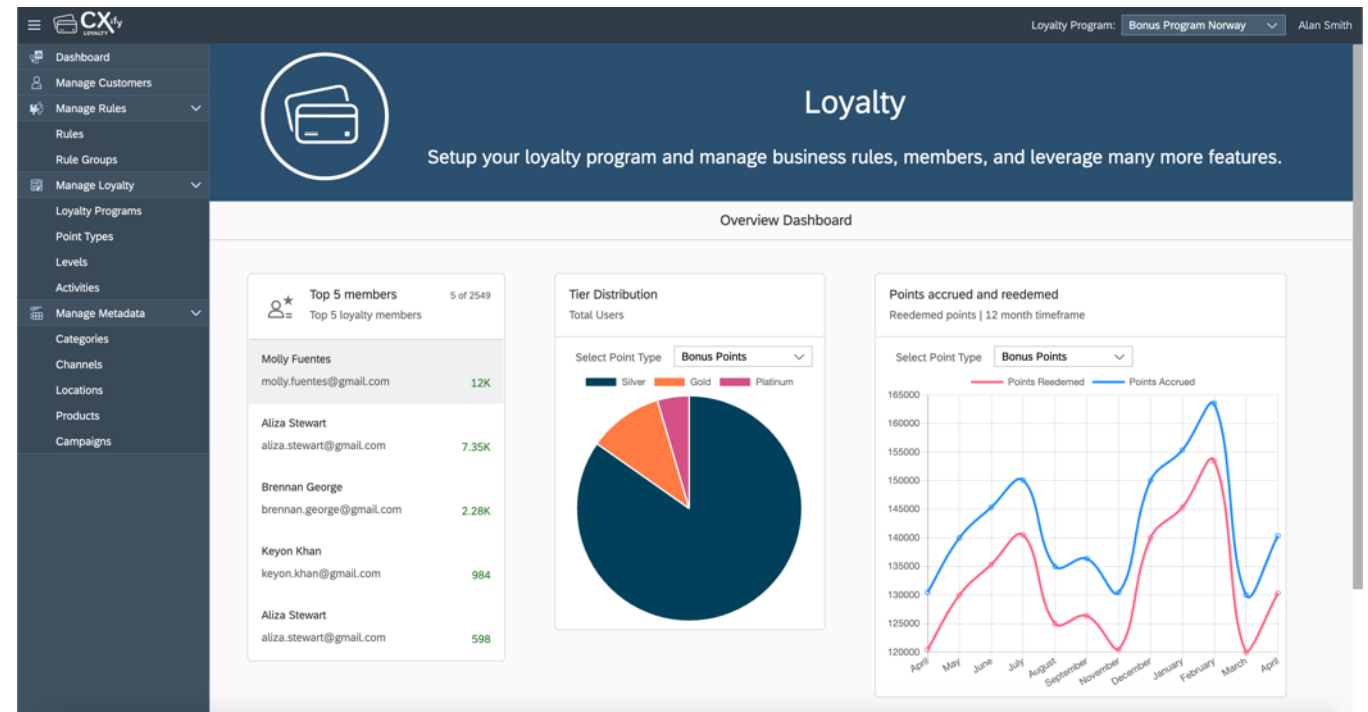
- SAP OpenUI5 libraries used to ensure the same look and feel as any modern SAP application
- Optimized for any screen size - computer, tablet or your smartphone

✓ Embedded operational analytics

- Customizable dashboard page to see most important reports first
- Statistics about loyalty program usage in each screen

✓ Use your BI tool for historical reporting

- Pre-built set of analytic views for easier reporting on Loyalty data
- Connect live or export data
- Use your enterprise BI tool to blend loyalty data with other data



Easily integrated with SAP

✓ Plug and play solution for SAP Commerce and Spartacus

- Import customer, product and category data from your e-commerce solution
- Send purchase activities to earn points and redeem points for vouchers
- Members can see their point balance and history in Spartacus storefront

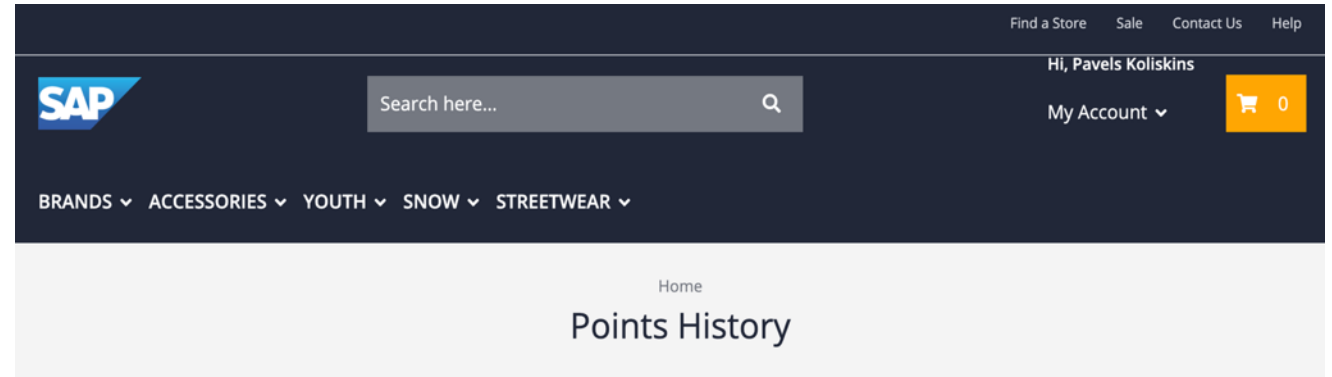
✓ See full picture of your members in SAP Marketing

- Send member point balance and tier level to SAP Marketing to use it in your campaigns and segmentation

✓ SAP Cloud Platform Extension Factory

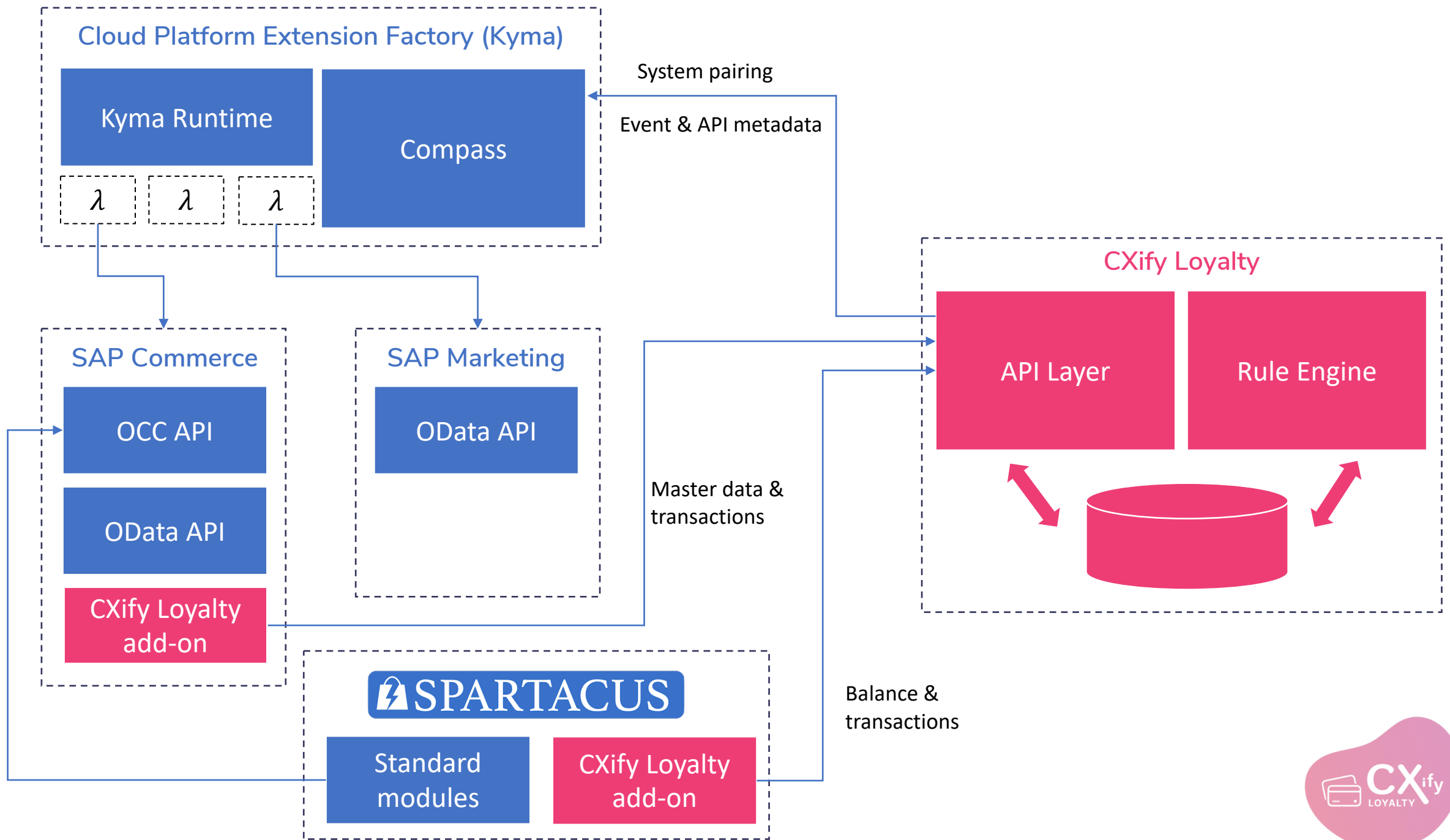
- Easily integrate CXify Loyalty into your SAP landscape with Kyma

✓ Supports on-prem and cloud versions



POINT TYPE	ACTIVITY TYPE	POINTS	DATE	EXPIRY DATE
Bonus points	Registration	2500	Feb 1, 2019	May 2, 2019
Bonus points	Purchase	3227.2	Apr 2, 2019	Jul 1, 2019
Bonus points	Purchase	1444.64	Aug 19, 2019	Nov 17, 2019
Bonus points	Purchase	341.01	Oct 3, 2019	Jan 1, 2020
Bonus points	Purchase	2188.96	Oct 13, 2019	Jan 11, 2020
Bonus points	Purchase	64.04	Oct 22, 2019	Jan 20, 2020
Bonus points	Purchase	658.25	Dec 30, 2019	Mar 29, 2020

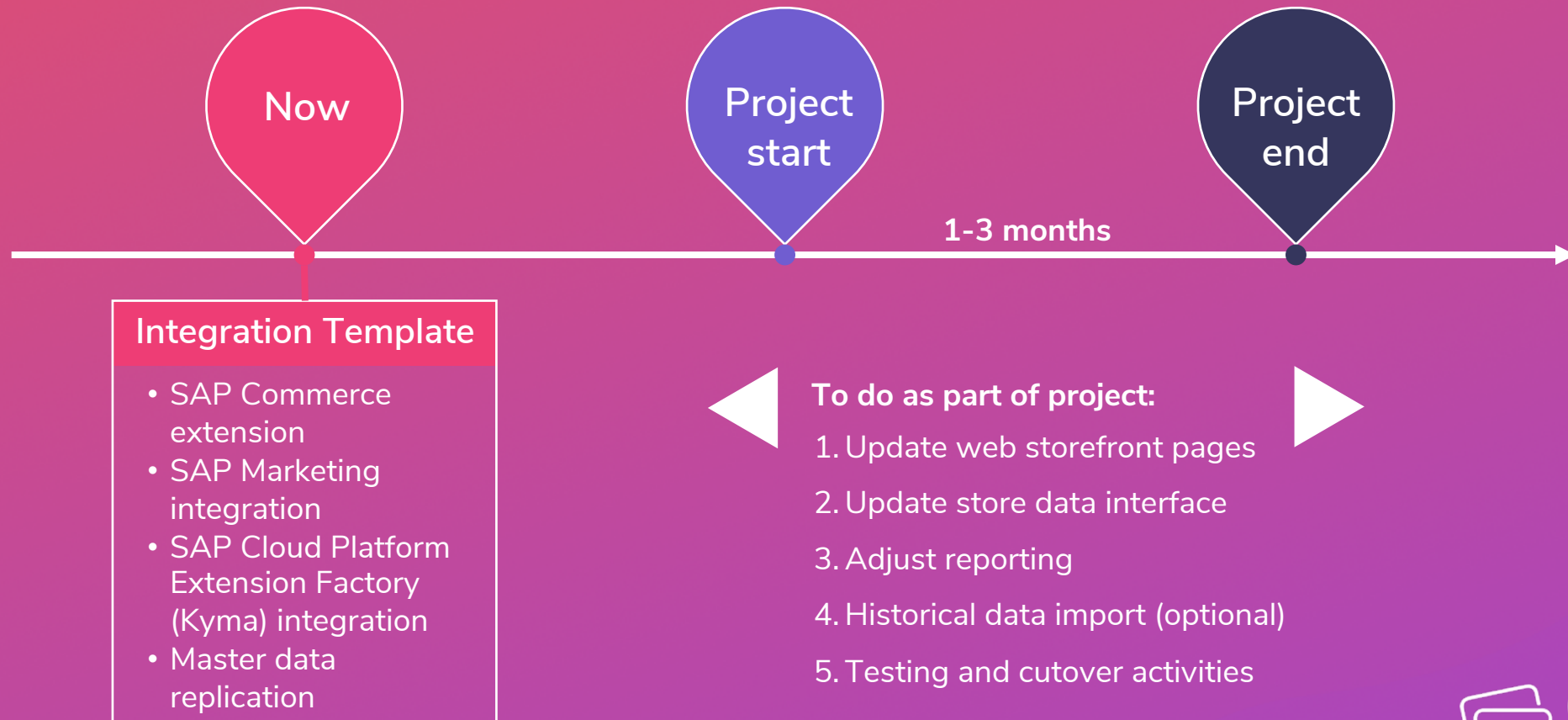




Demo



Implementation activities and timeline



Roadmap



Available Now

- Multiple point types and tier levels
- Rules based on product, category, campaign, location or sales channel
- Award points for transaction header, item or both
- Multiple versions and statuses of rules
- Integration with SAP Commerce and Marketing systems



Next Releases

- Define rules looking at member activity history
- Define rules that are triggered without member activity
- New rule simulation
- Family accounts and account merging
- Re-process historical member activities
- Gamification – members earn badges
- Integration with S/4 HANA suite



Future Direction

- Basic and expert mode for rule definition
- AI based rule suggestions
- Personalized suggestions for customers
- Integration and lifetime support for latest SAP tools and technologies (e.g SAP Customer Data Cloud)

Pricing based on active members in loyalty program

Monthly fee covers:

- Unlimited loyalty programs (can be used cross-country)
- Unlimited member activities
- Unlimited point accounts and member tier levels
- Unlimited rules
- Hosting expenses (SaaS)
- Upgrades to newest versions
- Monitoring

Additional costs:

- Product installation and set-up
- Customer specific change requests to product



CXify Products



RECOMMENDATIONS

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SEARCH

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DATA + ANALYTICS

Make real time, data-driven decisions across all departments in a fast and secure manner.

CXify Products





Thank you for your time



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