



Resume Loyalty Marketing Services

ABOUT US

Loyalty Marketing Services (LMS) is the leading and most experienced company in the design, implementation and administration of Loyalty Programs and Solutions in Customer Relationship Management (CRM) covering both marketing and computer system applications.

OUR MISSION AT LMS

We create and manage loyalty programs for our clients with the aim of establishing a bond of loyalty with their consumers, employees and distribution channels, giving greater value to their brands, thus promoting a "win-win" relationship.

MORE ABOUT US

We offer total solutions for any and all of your company requirements. At LMS, we develop the strategy, we follow each step during our operations, and we offer support when needed. Discover our original turnkey service; it is like no other in the industry.

OUR OFFICES

LMS Mexico Corporate Office

Calle Ocotepéc, No. 221-14, colonia San Jerónimo Lídice, C.P. 10200, México, D. F.

LMS Colombia

Calle 72, No. 10-07, oficina 1102, Bogotá, Colombia.

LMS Ecuador

Francisco de la Pita OE7-188, Quito, Ecuador.

LMS Peru

Calle Tumbes 282, distrito La Perla, Provincia Const. del Callao, Lima, Perú.

LMS Argentina

Calle La Pampa 2326, oficina 409, Belgrano, CABA, CP 1428, Argentina.

LMS Estados Unidos

4700 Sheridan St. Suite J, Hollywood, Fl, 33021, Estados Unidos.





Loyalty
Marketing
Services

www.lms-la.com

OUR CLIENTS



HONDA



Volkswagen Bank



Volkswagen Leasing



MARY KAY



Cuauhtémoc
Moctezuma



Colombiana de
TRASPLANTES



GRUPO CORVI



ACURA



Holcim



Misión

El arte de la hospitalidad



Grupo
Marti



Coca-Cola



Cinemex
la magia del cine

flexi.

P&G



CREM
HELADO



Pfizer



farmacias
benávides

DIAGEO



INGRAM
MICRO

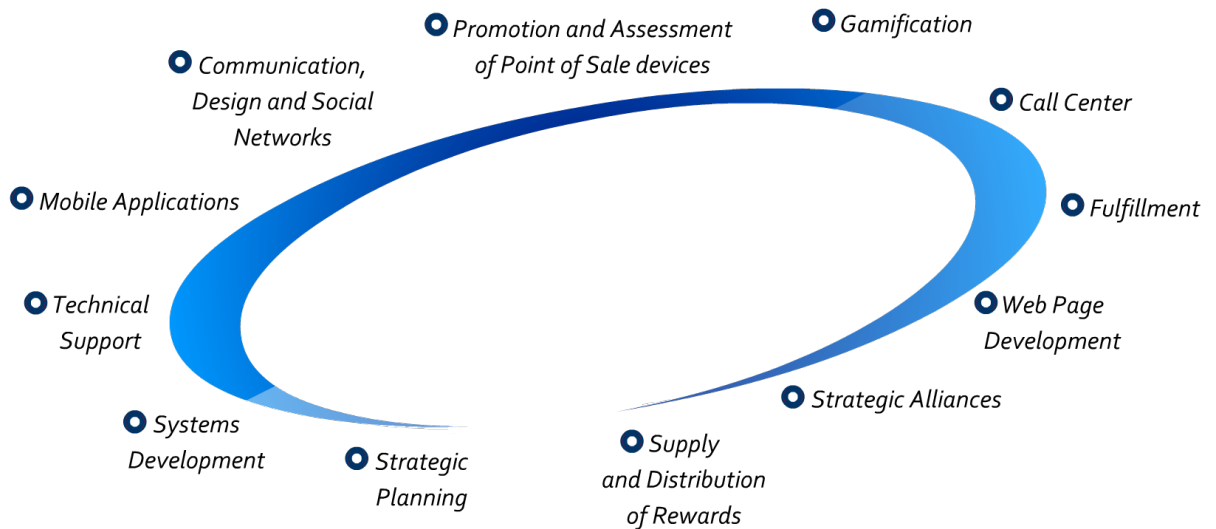
Alquería KitchenAid®





SERVICES

We, at LMS, provide a unique "turnkey" service, by offering complete solutions for the specific needs of our clients, from the development of strategies to their implementation and support. For this reason, we have a team that brings together more than 250 qualified professionals.



Strategic Planning

We fine-tune the strategy for each program, as well as the purpose and goals to be achieved in the short, medium and long terms. At the same time, we evaluate the market segments to be covered, at their corresponding stages.

We define the following concepts:

- Development of program strategy.
- Concepts for accumulation of points and redemption of benefits.
- Economic Analysis.
- Database Strategy for marketing.
- Development of qualitative research.
- Development of rules of the program.
- Launch Plan.
- Identification of potential strategic alliances.





Systems Development

- Consultancy: Reengineering, design and database studies; as well as analysis and auditing of computer systems.
- Development: Planning, building, documenting and training for information systems. Providing specialized services through designated staff at all levels to construct, maintain, document and train users of these systems.
- Database Management: Analysis, design, and introduction of ad-hoc applications: MS SQL Server 2005/2008, Oracle, MySQL and POSTGRES.
- Development of client/server and Web applications using the Windows and LINUX platforms including programming languages: C++, C SHARP, Visual Basic, .NET Platform, and PHP.
- Web page design.
- Development of Data Warehouse and Business Intelligence Applications.
- Development of smart card applications and biometric readers.
- Development of mobile applications.
- Development and adaptation of applications to the specific needs of our clients.
- Hosting for servers, and development of applications for the web.

Technical Support

Help Desk, with attention to requests and customer care to solve problems.

- Includes assisting users with technical issues related to the availability, performance and functionality of the applications that give support to our clients' programs, as well as troubleshooting follow-ups.
- The Help Desk provides support within working hours and days of operation. However, we also offer flexibility to establish and adjust schedules to meet the needs and priorities of our customers.
- We have an emergency telephone number with service available to respond to major failures, 24 hours a day, 365 days a year.
- Our proprietary application for follow-up, evaluation and monitoring of work orders (troubleshooting, suggestions, and complaints service) gives Help Desk agents total control over operations and communications via phone, email and chat.





Social Networks

We, at Loyalty Marketing Services, plan and design successful campaigns using social networks to obtain a clear perception of how consumers relate to a brand. With this in mind, we implement marketing strategies that create close rapport between our clients and their program members.

Mobile Applications

We develop:

- Mobile applications with a focus on CRM for IOS, Android and Windows platforms.
- Specific solutions for end customers, including apps that enable access to their information and all benefits they obtain from their loyalty program membership.
- Assessment and monitoring of business plans, in conjunction with centers of consumption or points of sale.
- Route optimization and geo-location of sales force.

Promotion and Assessment of Point of Sale devices.

Marketing assessment service and placement of handheld POP (point of purchase) devices to register operations. These include a mobile application and printer.

- Agenda
- Store Check
- Evidence
- Geolocation
- Surveys
- Sales Force Productivity
- Fleet Management
- Progress of Marketing Campaigns
- Score card

Communication and Design

Design and production of documents and communication pieces in electronic and print form:

- Graphic identity of the program
- Promotional phrasing and slogan
- Web page
- Welcome kit





- Administrative forms: application forms, contracts and statements
- Brochures
- Posters
- Point of sale material
- Newsletters
- Magazines
- Design and management of social networking campaigns
- Design and implementation of mobile applications
- Editorial design

Gamification

With the use of game concepts and techniques in our loyalty strategies, we promote strong and long-lasting engagement levels between our clients and their consumers, channels and employees. We help our clients apply interactive experiences that generate brand commitment and involvement with their brand.

Focused on this, we encourage positive emotional interactions that help us to:

- Increase participation in the website or point of sale.
- Enrich the information and social knowledge of the client.
- Increase prize redemptions.
- Promote the brand in social networks with a positive word of mouth effect.

Call Center

At LMS, we provide complete solutions to clients from diverse industries, through our contact centers.

Services:

- Active and receptive call center
- Contact Center
- Help Desk
- Collections
- Chat
- Customer Recovery
- Surveys
- Sales or reservations
- Appointment Scheduling
- Post-sales service





Fulfillment

Print, personalization, folding, envelope stuffing, routing and delivery of print and electronic communications:

- Direct mail
- Sending e-mails
- Broadcasting promotional messages
- Newsletters
- Brochure insertion
- Pick and pack
- Folding and envelope stuffing
- Laser printing

Web Page Development

- Among our services, we develop online applications, and we offer comprehensive services for the design and development of Internet portals, hosting, domains and marketing tools.
- We combine the best practices with our extensive experience in the development of web pages. Our professional team can implement an Internet business portal, or a corporate website to meet the exact specifications of clients, always adopting the latest technologies.
- We use Responsive Design on web pages so that their appearance adapts to the device that is being used to display the website, including tablets, phones, laptops and PCs.
- We organically place the websites in Google, in order to bring them into the first results of this and other search engines, enabling higher visibility ranking.
- We always keep track of the number of hits in the web page, the visitor's location and much more data.





Strategic Alliances

We, at LMS, establish strategic alliances with recognized companies in order to provide competitive advantages for clients, who would otherwise find them difficult to build in the short term.

Advantages:

- Synergies that combine the best of both parties
- More opportunities to consolidate an offer
- Access to new markets
- Increased customer loyalty
- More direct contact with customers

Supply and Distribution of Rewards

We, at LMS, offer a comprehensive service to supply and distribute prizes, including:

Activities:

- Selection
- Supply
- Management and inventory control
- Tracking deliveries online
- Operation reports online

Catalog:

We have the largest portfolio of promotional incentives to match the requirements of our clients, in the following categories:

- Business accessories
- Gift certificates
- Seasonal gifts
- Vacations
- Christmas
- Back to school items
- Home appliances
- Electronics
- Experiences
- Tools
- Children's items
- Personal
- Premiums
- Technology
- Travel

