

## Customer Profile

**Industry:** Retail

**Company:** Super market chain

**Size:** Largest conglomerate in the country with 50 plus stores

**Offerings:** Offers a multi-merchant loyalty program focusing on key lifestyle touch points



## Customer Requirements

- Attract and Retain Customers via Loyalty Membership Rewards
- Mobile based Rewards Membership program
- Reward members get special offers and individualized services

## Savantis Offering

- Design, supply, implement and operate the guest Wi-Fi infrastructure and network
- Fully cloud hosted and managed service
- Mobility enabled Guest Wi-Fi solution tightly coupled with the Loyalty program
- Members can view previous purchases and individualized promotions via the Store Wi-Fi Network
- Deliver target marketing campaigns based on membership and location profile
- Collect, enrich and present rich and valuable customer and behavioural insights, trends and patterns

## About Savantis Mobility Solutions

Mobility can help companies capture and leverage contextual data to outreach and engage their customers more efficiently. Organizations are at the cusp of realizing the immense potential of mobility. Savantis combines the latest for Enterprise Mobility Solutions (Network Infrastructure, Wired and Wi-Fi Solutions, mobile technologies, enterprise applications, engagement platforms, and system integration) - to deliver innovation that matters, and business value that lasts longer.

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