

Salesforce Loyalty solution

Build meaningful connections. Reward loyalty. Drive growth.



The new era of customer loyalty

In today's competitive market, where points and perks have become commonplace, customer loyalty extends well beyond traditional rewards programmes. Customers now expect emotional connections and personalised experiences that drive long-term value.

As expectations continue to rise, businesses face additional challenges from fragmented data across systems and evolving data privacy regulations. Together, these factors make it difficult to deliver consistent, trusted and engaging loyalty experiences across every touchpoint.

A unified approach to loyalty

Salesforce Loyalty Cloud helps organisations reimagine loyalty by bringing together Customer 360 data, personalised engagement and AI-powered insights in a single, unified platform. It enables brands to build, manage and optimise loyalty programmes that genuinely stand out.



Solution overview and key features



Unified loyalty platform

Seamlessly integrates with Sales Cloud, Service Cloud, Marketing Cloud and Commerce Cloud to deliver a 360-degree view of customer interactions.



Flexible programme design

Configure points-based, tier-based or paid membership programmes with ease, without the need for heavy coding.



AI-powered personalisation

Use Einstein AI to predict customer behaviour, recommend relevant rewards and drive personalised campaigns.



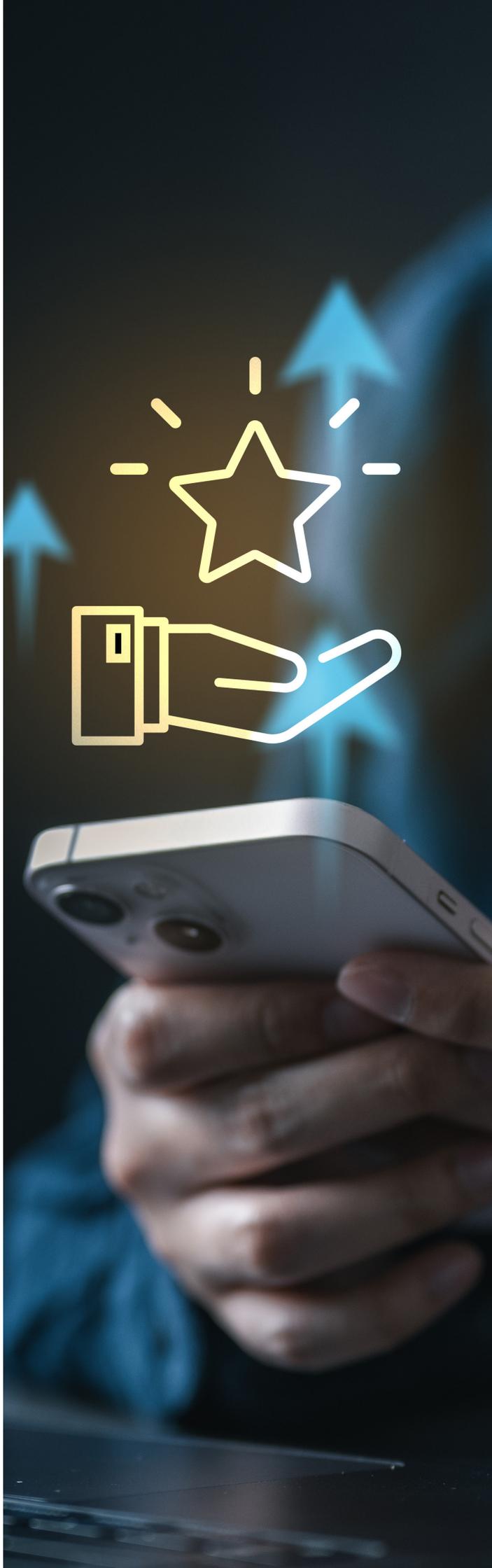
Real-time engagement

Instantly reward customers for purchases, referrals, engagement or social actions across digital and in-store channels.



Data-driven insights and dashboards

Monitor member activity, engagement and return on investment using built-in analytics and reporting.



Future-ready loyalty, built on Salesforce



Built on Customer 360

Salesforce provides a unified view of every customer interaction, essential for delivering meaningful loyalty experiences.



End-to-end programme management

Design, launch and optimise loyalty programmes using one integrated ecosystem across sales, service, marketing and commerce.



AI-powered engagement

Einstein AI enables predictive insights, next best actions and deeply personalised rewards.



Scalable for every industry

From retail to banking, financial services and insurance to telecom, the platform adapts to diverse loyalty use cases and business models.



Partnership-ready ecosystem

Easily integrate partners, affiliates and marketplaces to expand programme value.



Proven innovation leadership

Salesforce continually evolves with new capabilities, ensuring loyalty programmes remain competitive and future ready.





Driving measurable business impact



Boost retention and revenue:
Turn one-time buyers into loyal advocates.



Real time engagement across channels:
Increase engagement through real-time, contextual interactions across all channels.



Reduced operational complexity:
Manage end-to-end loyalty programmes within the trusted Salesforce ecosystem.



Accelerated time to market:
Launch and scale loyalty programmes quickly using configurable templates and automation.



Enhanced customer lifetime value:
Build lasting relationships by combining loyalty insights with marketing, sales and service data.

*Please note: This flyer represents our point of view; the final application will be developed in accordance with the customer's specific requirements.



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