

Fielo's Salesforce-native Customer Loyalty Solution transforms customer loyalty programs into a competitive advantage. With Customer Loyalty, organizations of any size can quickly and easily build powerful, scalable programs that win new customers, inspire lasting loyalty and drive new business. Using Fielo's building block process, you can craft a powerful incentive program in minutes or hours (not days or weeks). In a nutshell, Fielo makes loyalty simple.

6 Building Blocks to Loyalty



Targeting

Which customers do you want to participate?



Budget

How much of your budget do you want to allocate to an incentive?



Behaviors & Rules

What are the criteria for what you want your employees to do?



Communications

How will you connect with customers throughout the program?



Rewarding

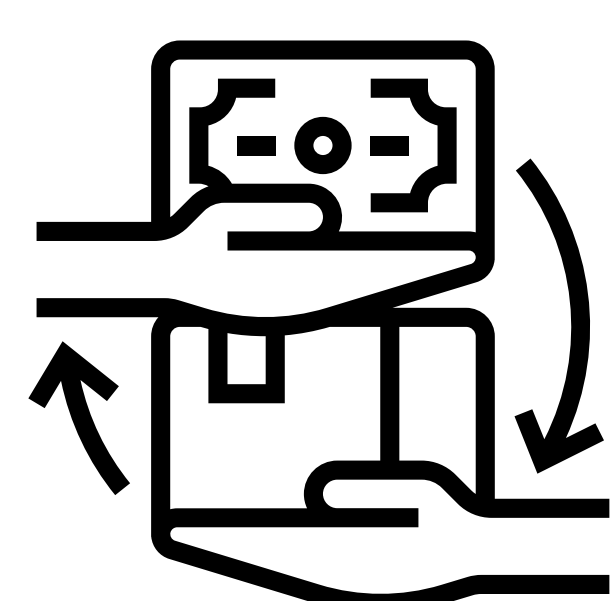
How will you value what customers do?



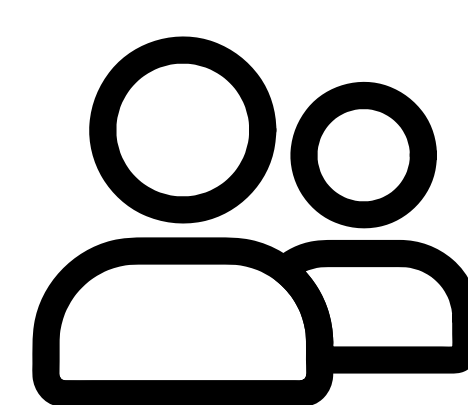
Analytics

How will you measure customers' loyalty?

What Fielo can do for you



Obtain your customers' purchasing habits and interests according to rich program data



Acquire more customers, more easily, and lower your marketing and customer acquisition costs



Increase brand reputation and customer engagement with an outstanding loyalty experience