GE-LOYALTY

AI-POWERD LOYALTY SOLUTION

2025

Hanoi, Aug 2025

ABOUT GE-LOYALTY

LOYALTY - THE KEY TO SUSTAINABLE GROWTH

Businesses need more than just sales-building customer loyalty is essential for sustainable success. Without effective loyalty programs, growth becomes unstable and long-term brand value is easily compromised

- Fragmented experience
- Miss upsell opportunities
- Lack of personalization
- Limited data insight

GE-LOYALTY

POWERFUL LOYALTY SOLUTION

ALL-IN-ONE PLATFORM

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KEY FEATURES

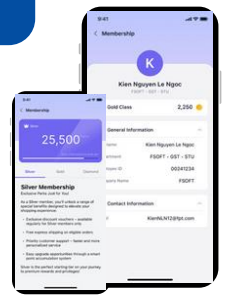
01 AWARENESS — 02 CONSIDERATION — 03 PURCHASE

05 RETENTION — 04 ADVOCACY

KEY FEATURES

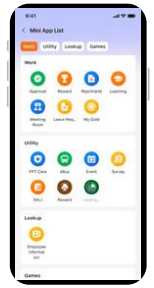
Membership Management

- Multi-tier membership
- Activity history tracking
- Leaderboards by points



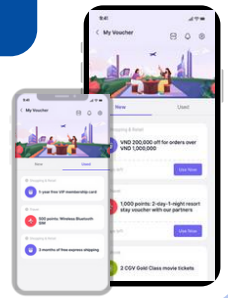
Enterprise Personalization

- Manage mini app, feature base on department
- Dynamic Theme & Layout



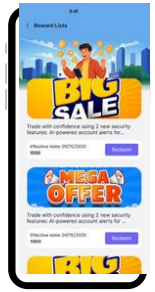
AI-powered Personalization & Promotion

- Personalized offers base on customer behaviors
- Journey Management
- Promotion Management



Point Earning & Redemption

- Redeem points for diverse rewards
- Tier-based reward options
- Real-time notifications



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AI-POWER PERSONALIZATION

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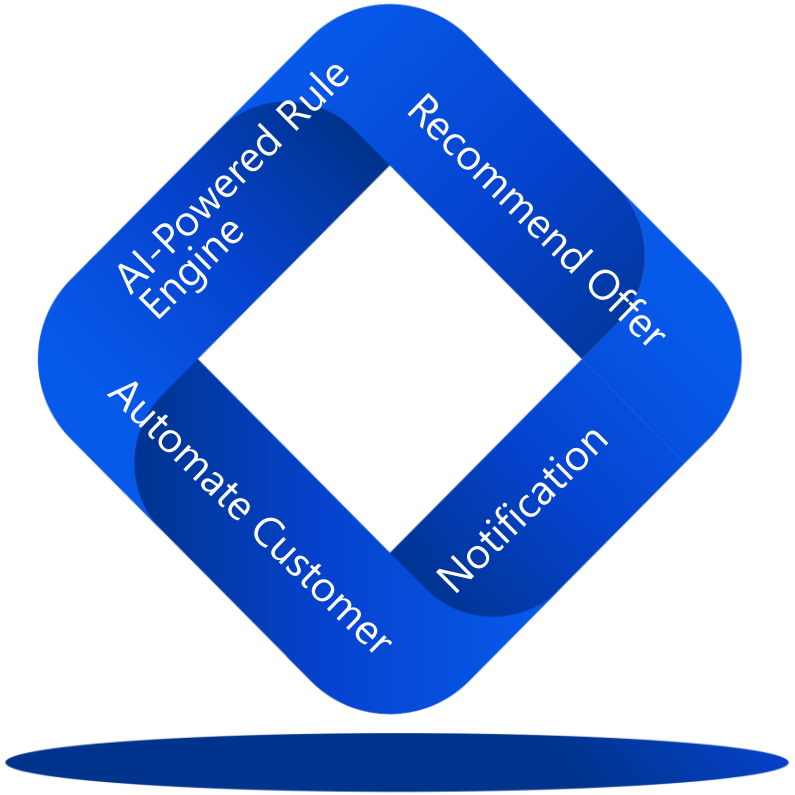
We apply AI-powered personalization by centralizing user data and analyzing behaviors to segment and engage users effectively



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SUPER APP TECHNOLOGY

Super App Platform Core

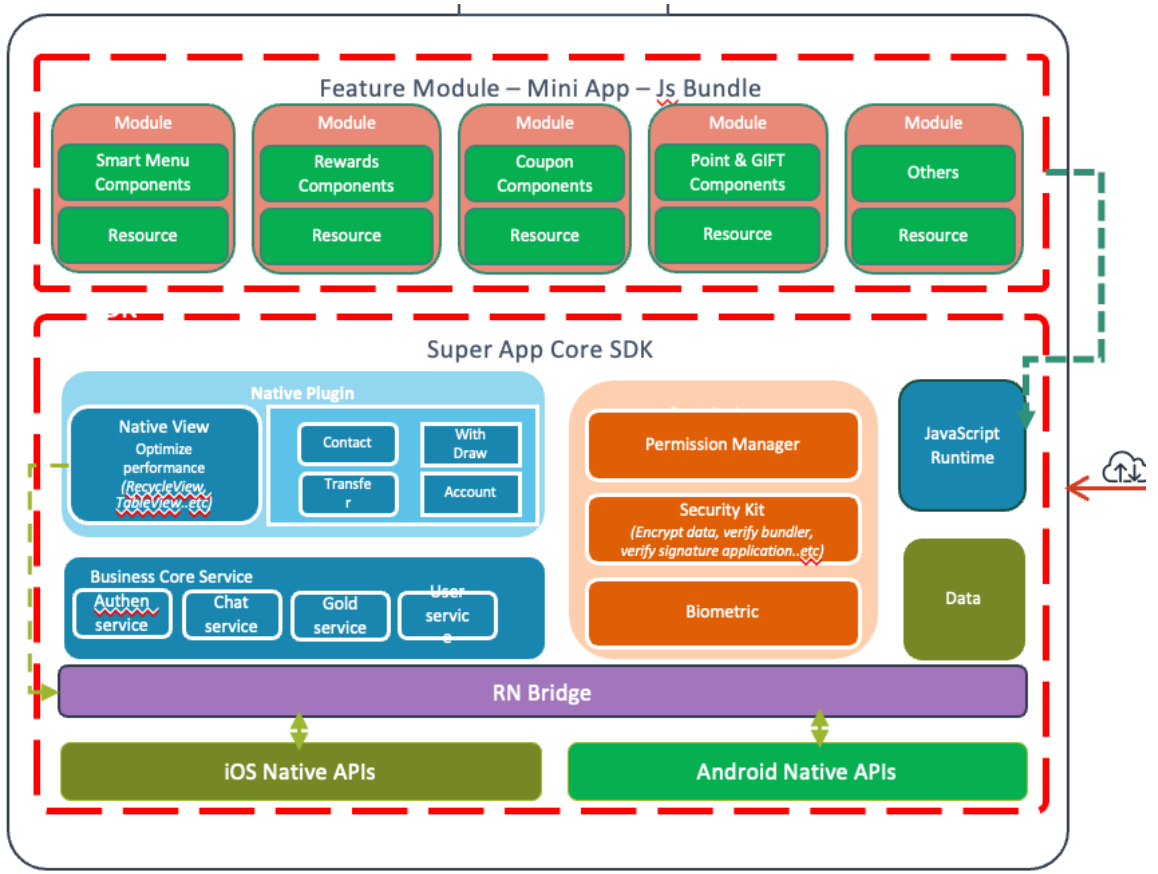
- SSO Integration
- ACL base on Department / Subsidiary
- News/ QR Code/ Events
- Multi-Language support
- Admin Portal

MA Development Toolkit

- Source base
- Command line Interface to generate code
- Super App SDK (QR, GPS, Camera…)
- Common UI SDK

Web Framework

- **Backend Source Base:**
  - SSO Integration
  - Access Control Layer
  - Micro-Service Architecture
  - Push Notification
- **Admin Portal:**
  - RBAC
  - News Module
  - User Module
- **Web Portal**



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SERVICE OFFERING

SERVICE OFFERING

Design UI UX
- Super App Theme
- Mini App

Implement
- Super App Core
- Mini App
- Web Portal

Integration
- Loyalty System
- Voucher System

Data Migration
- Data Migrate
- Data Analytics

Fast Deployment
- Connects services quickly
- Launches features faster
- Easy partner/module on boarding

Dynamic Customization
- Flexible UI for user groups
- Add/remove modules easily
- Personalized experiences base on business group

Easy to Expand
- Scalable for new services
- Integrates new businesses easily
- Adapts quickly to changes

Multiple Package Option
- Diverse service packages
- Customized to business needs & domains

CONNECT WITH US

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