

Increase Customer Loyalty with Personal Engagements on Every Channel



In an ever-evolving retail landscape, where consumers demand a seamless experience and relevant promotions across all channels, retailers must find a way to truly engage with their customers and deliver consistent, personalized interactions. That's where Vynamic® Engage, our customer engagement platform, comes in. Part of Vynamic Retail Platform, it is designed to centrally manage loyalty programs including customer data and rewards. Effortlessly execute multifaceted promotions and campaigns, even in the most complex retail landscape. Personalize benefits and rewards, ensuring they are delivered to the right customer, at the right time, in the right channel... and more.

A future-proof customer engagement platform, managing and delivering mass and personalized rewards and cross-channel execution, all while reducing operational complexity.

MANAGEMENT



Loyalty Programs



Coupons & Vouchers



Customer Data



Promotions & Offers

EXECUTION



Centralized Cloud Engine



Local / Offline Engine



Cross-channel / Multi-channel



Budgets & Counters

PERSONALIZATION



Benefits & Rewards



Targeting & Segmentation



Digital Wallet



Touchpoint Specific

Vynamic® Engage



FEATURES

- Customer best deal and discount handling.
- Consistent promotions in store and online.
- Seamless handling of peaks in demand, such as seasonal fluctuations.
- Stacked promotions and priorities.
- Centrally amend and review your campaigns.
- Franchise/store level offer management.
- Fully managed solution with no servers to maintain and secure.
- Channel and touchpoint-specific offers.
- Ability to execute 3rd-party promotion definitions.

BUSINESS BENEFITS

- Increase customer loyalty and revenue with tailored omnichannel promotions.
- Serve real-time, targeted promotions and smart consumer rewards.
- Centrally manage loyalty programs for consistency and efficiency across different channels.
- Design multi-step engagement campaigns based on segmentation.
- Reduce complexity and costs with a subscription-based model.
- Centralize and leverage consumer data for data-driven decision-making.

TECHNICAL BENEFITS

- Cloud-native technology and a micro-services-based architecture for a reliable, scalable best-of-breed strategy.
- Open APIs for flexible integration with your existing IT assets and mobile consumer loyalty apps.
- Comprehensive data exchange options to enrich and retrieve data stored in holistic consumer profiles, in real-time.
- Customer repository as single source of truth for consumer profiles.
- Fully POS-agnostic, leveraging existing investments in your current POS system.
- User-friendly UI/UX tailored for maximum staff efficiency.

Vynamic Engage – Take your customer engagement to the next level.



To learn more, visit [DieboldNixdorf.com](https://www.DieboldNixdorf.com).