Retail loyalty management capability map

This diagram details business capabilities for a retail loyalty management solution with high-level product positioning powered by the Salesforce Customer 360.

Customer 360 Audiences	Interaction Studio	Social Studio	Slack	Commerce	Sales
Personalization	Single Source of Truth	Web	Mobile	Bots	Partners
Analytics	Apps	Data	Segmentation	Privacy	Identity	Workflow

Marketing

Interaction & behavior capture

Experience & Engagement

Loyalty influenced headless commerce
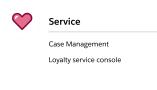
Service

Case Management

Loyalty service console

Loyalty Management Capabilities

Loyalty Administration

Program, member, partner management

Promotion admin

Rewarrds and benefits management

Voucher management

Batch management

Loyalty Processes

Accrual & redemption

Points expiry

Tier

Promotion orchestration

Decision tables

Intelligent Loyalty

Promotion recommendation

Promotion effectiveness

Liability & fraud management

Personalized rewards

Platform Services

Integrations

Retail Industry Data Sources

Inventory (ERP)

Shipment (TMS)

Orders (OMS)

Products (PIM)

POS

Transactions Analytics (EDW, BI)

Supplier & Partner Ecosystem

Inventory

Offer

External context