Loyalty management capability map

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



Personalization



















































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

Promotion orchestration

Decision tables



Intelligent Loyalty

Promotion recommendation

Promotion effectiveness

Liability & fraud management

Personalized rewards

Platform Services

















Integrations



Industry Data Sources



































Supplier & Partner Ecosystem

Inventory

Offer