Manufacturing loyalty management capability map

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

Legend:
- 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

Manufacturing Industry Data Sources
- Inventory (ERP)
- Shipment (TMS)
- Orders (OMS)
- Products (PIM)
- POS
- Transactions Analytics (EDW, BI)

Supplier & Partner Ecosystem
- Inventory
- Offer
- External context