Retail loyalty management process

This diagram details the time based interactions of systems in a retail loyalty management business process.

Batch Sync

Streams

Single Source of Truth

Segments

Interaction Studio

Social Studio

Customer 360 Audiences

Commerce

Orders

Offers

Pricing

Catalog

Headless Commerce

Salesforce

1. Order passed to Salesforce

Loyalty

2. Update Loyalty records

Sales

3. Order history passed to CDP

4. Loyalty data passed to CDP

Customer Data Platform

5. Segment "enhanced" with loyalty info

Marketing

Journeys

Campaigns

Personalized Comms

Interaction Streams

Affinity & Intent

Personalized Communications

(Orders)

Mulesoft

Retail Data Sources

POS, Inventory (ERP), Shipment (TMS), Orders (OMS), Products (PIM)

Transactional Analytics (EDW, BI)