



# Press Release

## **Ydilo automates loyalty programme management for large enterprises**

***Ydilo Loyalty Programmes allows users to access, compare and redeem loyalty gifts and promotions from any phone, anywhere and without hold times.***

Madrid, 30th March, 2009.

Ydilo presents its innovative Ydilo Loyalty Programmes solution designed to provide companies with a new communications channel for managing their customers.

This solution allows users to easily and automatically access, compare and redeem loyalty incentives, gifts and products forming part of the corporate loyalty programme. To this end, Ydilo Loyalty Programmes uses an interactive and user-friendly voice interface with multi-language support that favours intuitive dialogue navigation from any phone via natural language recognition.

The Ydilo Loyalty Programmes is marked by its integration capabilities with all sorts of corporate systems and third party applications for automatically accessing and updating information on gifts and promotions in real time. This way, this solution enables companies to segment and personalize offers and promotions to their customers to put forward the products and gifts most suited to each individual's profile, preferences and accumulated loyalty points.

Ydilo Loyalty Programmes is also compatible and easily integrated with other communications channels with customers (call centre, IVR, etc.), allowing organizations to define and implement a multichannel strategy.

The solution supports secure policies for user identification and authentication as well as for tight integration with payment gateways. Fast and efficient automated content management processes are also an inherent part of the Ydilo solution to ensure the highest consistency, entirely doing away with human errors from sharing obsolete information in circulation.

"In today's prevailing climate of budgetary restraint where companies are looking for new ways to increase cost efficiency, well tried and tested automated voice solutions are viable alternatives," affirmed Jerónimo Gómez, Director of Contact Center Solutions at Ydilo. "Loyalty programmes have become a key tool for retaining and rewarding customers for large companies across all business sectors. We offer organizations a solution that favours a better service. It is permanently accessible from any phone and it also adapts to the user's profile. This is guaranteed to help companies increase product redemptions and improve customer satisfaction."

All these features convert the Ydilo Loyalty Programmes solution into a proper loyalty channel for customers by encouraging use through increasing awareness of available redeemable products, consequently increasing the success rate of calls managed. With the right strategies, this Ydilo solution enables organizations to proactively promote new products to their customers as well as to render other value added services, without having to worry about the technological management and operation of the loyalty service, which can be fully outsourced in 24x7 mode to Ydilo. This gives companies more leeway to just focus on analyzing and managing caller interactions.

### **YDILLO ADVANCED VOICE SOLUTIONS, S.A.**



## **About YDILO AVS**

Ydilo AVS is one of the leading European companies in solutions for advanced voice solutions and managed services through natural language recognition technologies to offer automated value-added and customer care services in large organizations.

Since its inception in 1999, Ydilo has been offering advanced voice solutions for telecom operators and large companies. These solutions have been internationally recognized on numerous occasions for their high level of quality and usability. Currently, Ydilo operates more than 3,000 ports with natural language recognition attending over 150 million calls annually.

### **YDILO ADVANCED VOICE SOLUTIONS, S.A.**

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