If your loyalty technology platform is too cumbersome to run, too expensive to maintain, or unable to foster profitable customer behavior changes, then why bother?

While there are dozens of loyalty management systems, most are either designed for large enterprises with big budgets, or are “black box” solutions with only a limited set of capabilities.

Enter Reward Paths. Incentive Control™, our technology platform, is a robust, nimble, and affordable loyalty management system that adapts seamlessly to your business needs. Incentive Control works with your existing database, sales, and customer management systems to enable any loyalty program design—with points, rewards and incentives, reward catalogs and redemptions, analytics tools, and even reward auctions capabilities—in a fast, secure, affordable, and flexible cloud-based environment. Call us today for a free demo.

YOUR FAST, AFFORDABLE SOLUTION.

In addition to our Incentive Control platform, our TechnologyPaths™ solution suite includes the following features:

- IT consulting and integration
- Map and load routines for your data files
- Hosted infrastructure with web access
- Web design and integration services
- Standard reporting functions
- Custom integration into AnalyticsPaths™

Technology Paths services include a one-time implementation and program set-up fee that is specified and offered as a fixed bid. On-going fees include a flat rate per month for all hosting, software and technical operations. Affordable, flexible, and fast: that’s TechnologyPaths™.

WE SPECIALIZE IN THE FOLLOWING SECTORS:

**B2B LOYALTY**
Your business depends on demonstrating trust and commitment to your best customers. Reward Paths can help you find your direct path to B2B loyalty.

**CONSUMER LOYALTY**
Loyalty marketing isn’t about bribing consumers—it’s about demonstrating loyalty. Reward Paths can set you on the path to profitable consumer relationships.

**EMPLOYEE ENGAGEMENT**
The first step in building loyal customer relationships is cultivating engaged, committed employees. Reward Paths can help you blaze new trails with employee rewards programs.
TECHNOLOGY PATHS
YOUR DIRECT PATH TO LOYALTY AND ENGAGEMENT.

Based on standardized MS SQL technology, Incentive Control includes complete customer database, query and reporting tools stored in a secure, hosted environment with no expensive hardware required. Send us data files in virtually any format; we import them, apply program rules, and manage the entire back office operation in a cloud-based model. All you need is a browser and your imagination!

Platform modules include:

- **LOYALTY PROGRAM ADMINISTRATION**
  Run multiple concurrent loyalty programs, and configure each program to use different rules, point values, reward items. Client self-management allows greater freedom and shorter reaction times.

- **MEMBER ADMINISTRATION**
  Track member details, create and administer member relationships to partners, and use client company structure to report member, store and regional totals. Store member information to deliver relevant offers.

- **MEMBER RELATIONSHIP MANAGEMENT**
  Log all member communications with call center staff, on your web site, and through your digital and physical touch points to allow a seamless member experience that builds strong, profitable relationships.

- **CUSTOMER RELATIONSHIP MANAGEMENT**
  Incentive Control’s Customer Relationship Management tools allow client reps, sales staff, and managers to log customer interactions, assuring your B-to-B relationships deliver enhanced value.

- **POINTS TRANSACTIONS**
  Our nimble, flexible, and customizable points engine logs all points transactions for points earned, redeemed, transferred or adjusted with date time, location, and references for any currency-based program.

- **DATA IMPORT AND PROCESSING**
  Incentive Control allows for multiple format data import with configurable import specifications, scheduled FTP data retrieval, and processing to ensure that you can derive actionable customer insights.

- **REWARD ITEM ADMINISTRATION**
  Manage reward inventory with our intuitive controls: set cost, margin, and sell prices for reward items; enable program-specific pricing; manage suppliers with automatic order processing.
TECHNOLOGY PATHS
YOUR DIRECT PATH TO LOYALTY AND ENGAGEMENT.

REPORTING
Uncover member insight swiftly with our quick, sortable reporting functions. Perform graphing and mapping, automatic report delivery, graph sales data and identify trends and behavior.

MEMBER WEB SITE MANAGEMENT
Create an engaging online experience and build relationships with your members by leveraging our user-friendly content management system for quick, real-time editing of member web sites.

FINANCIAL MANAGEMENT
Keep your program in the black and stretch the perceived value of your rewards with our simple, nimble, and flexible supplier invoice management and client billing capabilities.

AUCTION MODULE
Create engagement, excitement, and fun with our state-of-the-art reward auction module. Run single or dual-currency programs and add gamification to your program with online reward auctions.

SURVEY CAMPAIGNS
Augment your customer insight by utilizing our sophisticated survey module. Run surveys to collect data on member preferences, Demographic and psychographic data for segmentation purposes.

TECHNOLOGY PATHS FEATURES INCLUDE:
Relevant IT consulting and integration services

- Standard map and load routines for your customer and transactional files from multiple sources
- Complete infrastructure solution in a hosted environment with web access
- Web design and integration services to get your program up and running in the fastest possible time frame
- Standard reporting functions and integration into our Analytical Paths suite of analytics and reporting solutions