



Loyalty Management Suite

Are you looking for a professional system for your customer loyalty activities?

We've got just the technology for you. Loyalty Management Suite (LMS) is a flexible software platform that helps you successfully develop and operate customer loyalty programmes.

The modular system maps the full chain of customer loyalty activities from administering the card and account logic to managing redemption processes and conducting marketing campaigns.

LMS also helps you better understand the needs of your target groups by using software to pool all the information available in your company. In this way, the lifestyle, tastes and preferences of individual customers can be called up at the touch of a button. You can plan and execute marketing activities and analyse their impact. LMS is geared specifically towards the requirements of the airline and retail industries and can be integrated into any existing IT landscape.

Learn more about LMS:

[LMS benefits](#)

[LMS modules](#)

[LMS architecture](#)