



# ModusLink Promotions

## New Opportunities for Reward

**ModusLink Promotions is a web-based customer loyalty solution designed to stimulate sales and increase the profitability and value of promotional programs. Unlike traditional “mail-in only” programs, which typically have lengthy processing times or remain unclaimed by jaded customers, ModusLink Promotions expedites fulfillment and automates the complete redemption process — from validation and financial reconciliation to fulfillment and tracking — in as little as four days.**

### Benefits of an integrated ModusLink Promotions Solution:

- Stronger sales and revenue potential
- Reduced program, administrative management and operating costs
- Improved customer participation and relationship building
- Greater visibility and reporting across programs and processes
- Increased customer satisfaction

Streamlining execution will increase participation and satisfaction, providing clients with a solid foundation for developing stronger relationships and sales opportunities with customers.

In addition to multilingual website development and hosting, our solution provides a complete range of customer support, financial and account management services, including full support for rebate program design and implementation. With seamless integration of ERP/POS systems and multichannel supply chain operations, we can offer greater visibility and analysis across the entire program value chain, while significantly reducing administrative management and operating costs.

The result is a program that is rewarding for both clients and their customers.

### Promotions Management One-Stop Shop

#### Premium Rebate Redemption Website

- Multilingual site development, hosting and ongoing management for integrated online and mail-in promotional programs
- Feature-rich website for rapid submission/claim processing, validation, financial reconciliation, customer support and status tracking

#### Integrated Business Processes

- Multilingual CRM Services/contact center and self-service options
- Account management
- Financial management services

#### Integrated Supply Chain Processes

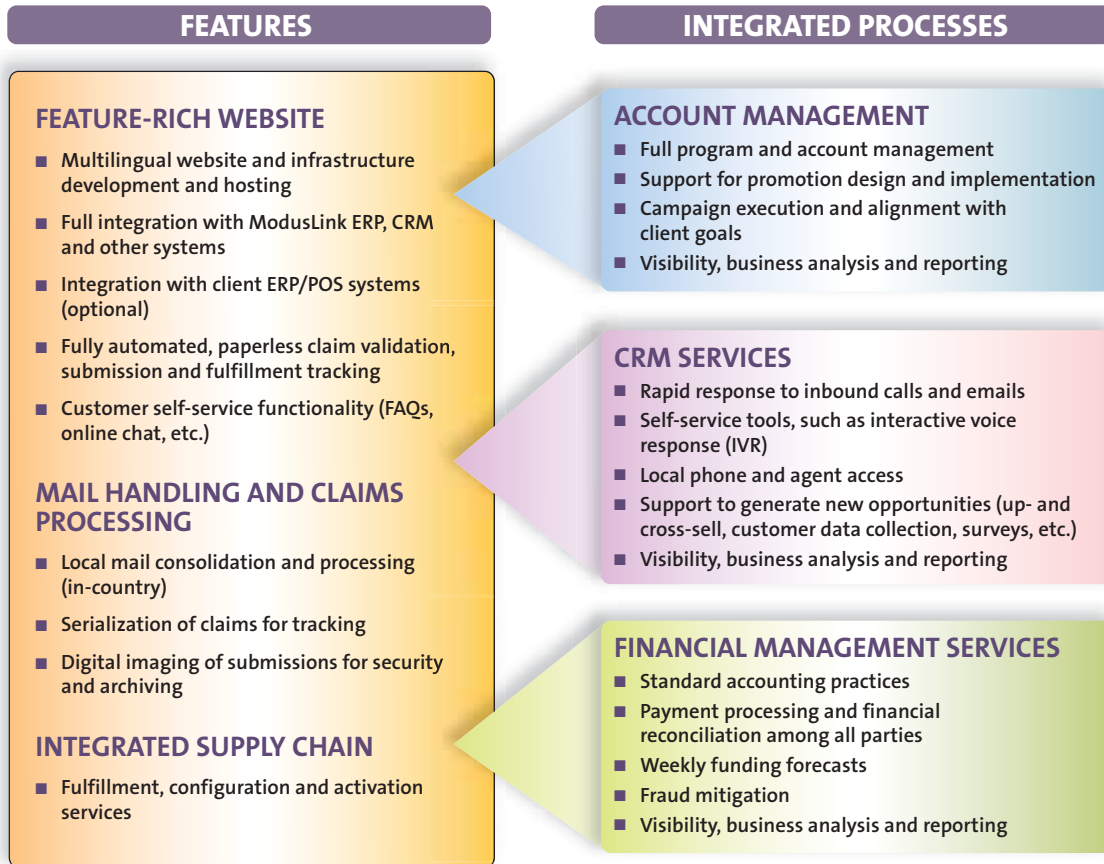
- Global promotions fulfillment, including rebates, products and stored value cards
- Full integration with product manufacturing, configuration, and activation services for end to end visibility

#### Visibility, Reporting and Analysis



## ModusLink Promotions Solution Snapshot

Whether you are looking to attract new customers or simply engage and reward customers to create a more loyal, long-term relationship, ModusLink Promotions provides a website for rapid redemption and all the services and management tools required to ensure greater visibility, participation and return on investment.



## Trust ModusLink e-Business to manage your promotional programs.

- State of the art technology/e-Business platform, using best of breed web, transaction management, messaging, CRM and reporting tools
- Combined supply chain, vertical market and e-Business experience from a single vendor
- Extensive experience helping companies manage critical loyalty programs
- Unmatched global footprint and global market commerce expertise
- A comprehensive Suite of e-Business Solutions integrated across the end-to-end, sales-enabled supply chain

### ModusLink's e-Business Suite of Solutions:

- ModusLink Commerce
- ModusLink Returns
- ModusLink Recall
- ModusLink Live
- ModusLink Auction
- ModusLink Promotions

Contact us today to learn how we can help you . . . [info@moduslink.com](mailto:info@moduslink.com)