



ALLEGIANCE



Incentivise your customers and create lasting relationships with the Allegiance loyalty programme management tool.

Fully customisable to your industry for highly targeted and compelling loyalty programmes.

- Manage every step – from tiers, start dates, points-to-value and everything in between.
- Gamify your campaigns with achievement milestones to keep audiences engaged and encourage repeat business.
- Provide flexible options for customers to redeem their loyalty points.
- Connect your current wallet for a truly seamless user experience.
- Allegiance can be integrated with other Bennu tools or run alongside your existing systems.

KEY FEATURES

- Activate and de-activate loyalty programmes at the touch of a button
- Review existing programme features, including names, activation dates, regions, and reward point lifespans
- Manage tier configurations, including tier points, criteria points and redemption rates
- Control your point earning rates and exceptions
- View all information in any language or currency
- Extend or limit your points-to-value

WANT TO LEARN MORE?

Let's talk: hello@bennutechnologies.com