

Fielo makes consumer loyalty simple, fast, and affordable

Fielo Loyalty platform enables brands to quickly build robust and scalable customer loyalty programs that boost retention rates, amplify customer lifetime value, and promote brand loyalty. *The platform is packed with features and builtin loyalty expertise to ensure a fast, fully automated experience.*

Why Fielo is your best option:

1. Intelligent Rules Engine

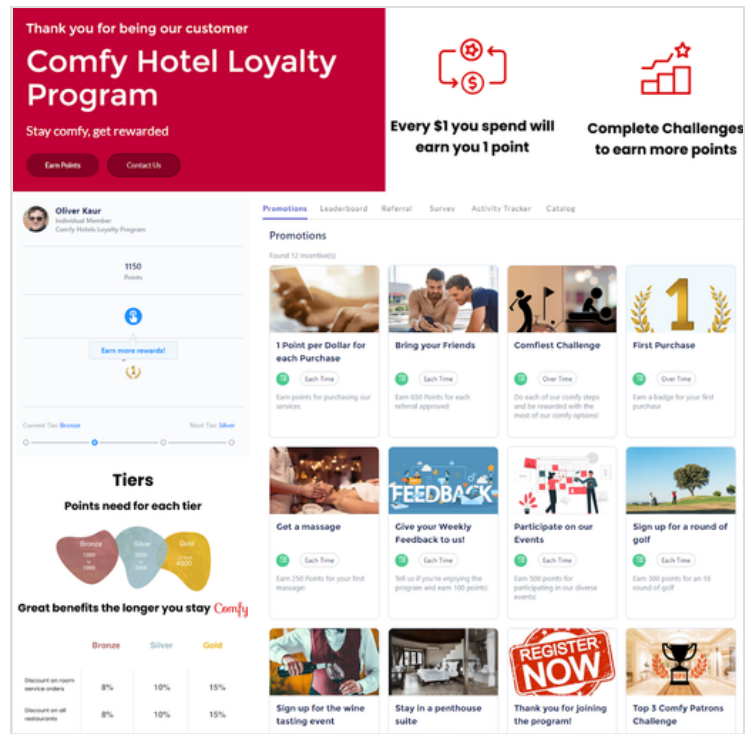
Specify any combination of consumer engagement activities, and define how and when participants earn points, cash, codes, rewards, badges, tier promotion, or when new incentives or content are instantly unlocked.

2. Segmentation & Personalization

Dynamically personalize the program experience for each predefined cluster of consumer. Create specific journeys based on the behaviors you wish to encourage as part of your product or brand loyalty strategy.

3. Gamified Experience

Loyalty programs can be designed to reward consumers for engaging with the brand. The more engaged a consumer is, the quicker they progress through the tiers to unlock new rewards and benefits.



Design a program experience that delights your customers:

- Points-based
- Cashback
- Acquisition
- Retention
- Discount/coupon
- eCommerce
- Gamification
- Quizzes
- Referral
- Prepaid Cards
- Social & sharing
- Engagement
- Catalog
- Know-Your-Customer
- Benefits/Rewards
- Surveys
- Advocacy
- Frequency
- Recency
- Gift Cards
- Events
- Ideas



Explore our features built over a decade of innovation:

Program Wizard

Get a flying start on configuring your loyalty program using the step-by-step wizard. You can create multiple programs to better reflect your brands and/or business operations.

Behavior Library

Explore the ease of our Behavior Library for a swift initiation of your loyalty program. Explore preconfigured behaviors or simply create your own (as many as you wish) and launch your loyalty program as quickly as possible.

Campaigns/Promotions

Fielo's rules engines provide the ultimate flexibility on how to reward and recognise your customers. Point and click the data fields you wish to incentivize and reward. Create and automatically schedule campaigns to start and end, including time zone variance.

Gamification

Add extra fun and engagement by rewarding customers for completing a series of activities. Set reward benchmarks across tiers, ensuring engaging incentives and heightened customer loyalty.

Tiers & Badges

Give your customers the ultimate status symbol with the introduction of tiers and badges. Tier period can be set and demotion automatically set.

Points, Codes or Cashback

Choose whether to create a points-based loyalty program (with points expiration), or issue codes, or perhaps setup an ever popular cashback mechanism. The choice is yours!

Instant Rewards

Instant gratification is on the rise, so Fielo provides the option to instantly reward a customer when completing an activity such as registration or first repeat purchase.

Catalog

Offer customers a discount on special products, or the opportunity to redeem their points for early access to new product releases. Segment catalog by program tiers.

Dynamic Segmentation & Personalization

Fielo's dynamic segmentation empowers you to create different experiences and journeys for your customers. A personalized experience based on customer profiling, engagement and purchase frequency.

Participant Portal/App

Create an engaging experience for your customers by using our prebuilt Lightning Web components inside Salesforce Experience Cloud, or leverage our APIs to connect to an alternative technology.

Administration Controls

Get essential control features such as T&Cs acceptance, Points/Cash Adjustment, Currency, Capping, Budgeting, Languages, batch management and more.

Program Dashboard

Access pre-built reporting for insights, create personalized KPIs to assess engagement and outcomes..

Integrations

As a native package to Salesforce, Fielo can be connected to Marketing Cloud, Commerce Cloud or Service Cloud. In addition, Fielo supports Salesforce External Objects to connect data sources that are outside of Salesforce.