

Location-based services product PROXIMITY receives its first award

Loyalty Partner Solutions wins the Supplier of the Year Award in London

London, Munich, 27.02.2017 – Loyalty Partner Solutions (LPS) was voted Supplier of the Year for its new PROXIMITY product at the renowned aviation industry conference Loyalty 2017 in London. PROXIMITY uses location-based services (LBS) and combines difference localization technologies in a single product. It enables companies to use the most appropriate channel to send their customers information and offers that are relevant to their location at any given time.

"We are delighted with this award for our still young product. PROXIMITY opens up an additional and completely new marketing dimension, which can give users the greatest added value in their current situation. So we enable a completely new intimacy between provider and consumer", says Alexander Glück, CEO of LPS. PROXIMITY was successfully launched a week ago at the LOCA Conference in Munich.

The product differs from other offerings by its scalable omnichannel solution, which combines different localization technologies. This makes it possible to contact customers not only via smartphone but holistically across multiple channels. Customers are thus addressed in a highly relevant way and the customer experience intensified.

PAYBACK, one of the world's best known and most successful bonus programs, which is also a sister company of LPS, has successfully tested various use cases in initial pilot campaigns. Now Loyalty Partner Solutions is offering the cloud-based solution jointly developed with PAYBACK for all sectors, in the form of the white-label product PROXIMITY.

The product is of interest to all providers with physical locations – from retailers and shopping malls through transport and travel companies. PROXIMITY also makes sense for the organizers of sporting events and stadium operators, as well as in the automotive sector. The prerequisite is a mobile customer app.

PROXIMITY is already the second product for which LPS has won an award: Last year the company was voted Provider of the Year in Bangkok for its campaign playout engine LMS::outmatch.

About LPS:

Loyalty Partner Solutions GmbH, part of the American Express Group, develops and operates high-performance customer loyalty programs. They are based on the software platform Loyalty Management Suite (LMS) developed by LPS. LPS has an international presence and guarantees reliable service. From the design to the implementation and operation of a loyalty program, LPS offers everything you need from a single source and all on-site. Together with its partners, LPS guarantees future-proof loyalty systems and invests continuously to refine them. LPS has a unique expertise that benefits customers including Deutsche Bahn, Lufthansa, China Southern Airlines or emnos. As of 2017 the LPS portfolio includes PROXIMITY, which uses location-based services (LBS) and combines difference localization technologies in a single product.

Further information is available from: www.lpsolutions.com

Press release

Press contact:

Sicma Media GmbH

Anna Pluymakers

Goltsteinstraße 87

50968 Köln

Phone: +49 221 34 80 38 37

Fax: +49 221 34 80 38 70

Email: pluymakers@siccmamedia.de