



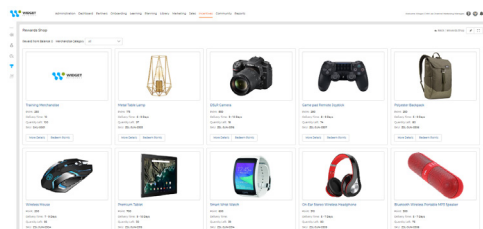
# Sales Rewards Management

*UCM Rewards allows organizations to generate intrinsic motivation among the partner base by designing mutually beneficial scheme and incentive structures, ensuring quick and foolproof two-way communication, transparent pay-outs and driving emotional connects through personalized rewards and experiences.*

## Rewards Management

Our Rewards module allows organizations to generate intrinsic motivation among their partner base. Your partners' sales teams will receive real-time feedback and digital motivation features when they use the module, improving both learning and performance. You can easily set up various programs, achievement targets and rewards associated with these programs to meet specific business objectives.

Our dynamic leaderboard tracking tool makes the process more engaging and transparent and establishes a highly competitive environment for channel sales teams. Use the Rewards module to pre-configure rewards, tagging each reward with the number of credit points available for program winners.



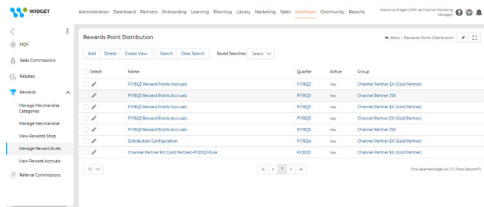
### Key Features

- ✓ Manage merchandize items
- ✓ Setup redeem points
- ✓ Capture Transactions

## Improved Partner Experience

Rewards module of ZINFI's UCM enables your organization to automate the management of various incentives schemes to drive improved channel performance. Start by designing the program by listing down all the desired behavior that is to be driven among the target group and framing a suitable structure which incentivizes on all of them. Through UCM's Rewards, integrating partners with your custom rewards program enables you to make the leap to becoming a profit center. Business partners are willing to buy loyalty currencies like points or miles, so they can pass them on to their own customers and make themselves more attractive. This principle applies in all industries, for retail, frequent flyer or hotel programs.

Partners bring additional opportunities for collecting and redeeming points through UCM's Rewards and increases relevance to the customer. In addition, they are incited to interact with the program more frequently. The resulting information helps to provide a sharper image of the customer, so that offers can be tailored to reflect their current interests.



### Key Features

- ✓ Analyze customers' collections and redemptions
- ✓ Enhanced Program Growth
- ✓ Engage and track partner performance

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