

## News

### **Emax Establishes Global Loyalty Division With Launch Of World's First Global Coalition Programme: selektpoints**

#### ***Guy Deslandes Appointed Head of Loyalty To Manage Global Roll-Out***

Emax, a specialist organisation which sells and supports leading edge solutions and services that help achieve improved efficiency and competitive advantage to clients around the world, has established a new division focused on the design, implementation and operation of global loyalty programmes. Guy Deslandes has been appointed as the division's first Head of Loyalty.

As its first project, EmaxLoyalty will support the pan-global rollout of selektpoints, an innovative new coalition programme currently being launched in several Middle Eastern countries prior to a full global rollout in 2008. The programme, which recently won the award for best innovation in a loyalty programme at the Cards International Global Conference in Berlin, provides regional and international banks and retailers with a loyalty program which is based on their debit or credit "chip and pin" card.

The scheme offers significant benefits for consumers, banks and merchants. Consumers can earn points automatically without the need for a loyalty card, simply by registering their payment card. Banks offer the scheme to their customers, whilst merchants award points only where, when and how they choose.

Emax has developed a powerful CRM platform, based on Microsoft Technology, which will enable selektpoints to manage relationships with both consumers and the multitude of merchant partners that participate in the new program. The Emax CRM and Commerce Server platforms are fully integrated to provide dedicated portals for all the users, a scalable catalogue for all reward products and services along with powerful campaign management and sales automation modules. These are tightly integrated with the SCTN loyalty engine, enabling real time promotional messaging and redemption at the point of sale. The CRM solution also provides the platform for all membership services, as Emax is providing selektpoints with outsourced customer, technical and redemption management services.

Robert Buchan, CEO of selektpoints commented: "selektpoints utilises a number of leading partnerships to deliver it's loyalty programme – including EMAX for redemption services. Working together we are able to leverage their specialism as a corner stone of our overall offering, making us a revolutionary player in the loyalty market."

Martin Meikle-Small, CEO of Emax, added: "As a project of global

significance, selektpoints is a significant launch pad for the new EmaxLoyalty Division. This project is representative of the level at which our team is able to operate, delivering a high level of strategic, technical and managerial expertise to clients in order to deliver the highest levels of support. We're delighted to welcome Guy Deslandes onboard as part of the team as he brings a wealth of first-hand experience in the loyalty sector."

Deslandes joins from the Collinson Group where he worked for thirteen years across the company's loyalty and membership club divisions and during which time he established several international offices and marketing agencies. Prior to this Deslandes held positions at Virgin Atlantic, Avis and Saatchi and Saatchi.

Commenting on his appointment, Deslandes said: "Having worked in Loyalty for many years I've been extremely impressed by the level of innovation that has been built into the selektpoints programme. Banks are an integral part of the program, customers earn points without having to carry a loyalty card while, through Emax, merchants can promote at times and in ways that will generate incremental business rather than dilute existing revenues particularly with our ability to enable merchants to deliver targeted and personalized marketing offers."

For more information regarding Emax or Emax Loyalty, visit <http://www.emax-group.com> or call +44 (0) 191 411 1526.

Press Contact Details:  
Pete Goold

Punch Communications  
Tel: +44 (0) 1858 434 615

Mob: +44 (0) 7830 236824  
Email: [pete@punchcomms.com](mailto:pete@punchcomms.com)

Web: [www.punchcomms.com](http://www.punchcomms.com)  
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