

Loyance™

Social Network Application CMS and CRM



Newsperience sets new standards for customer loyalty and social media management by use of Loyance™ - a social networking application system that combines CMS and CRM for all major social networks. Loyance™ is supporting the long term investment and deep engagement in social media compared to one-off campaigns or applications.

Loyance™ Features

Loyance™ is an application framework for all major social media networks. Your business controls and supports users, products, targeted content, campaigns, polls, surveys and reporting through a browser interface. The main features are:

- Builds on current social networks, but not restricted to one
- Built-in bonus scheme that can be configured to your policies
- Built-in behavioral tracking and points-system
- Double opt-in permission based access to social data
- Enables rating, reviews, blog-posts, invitations, notifications, product selection (buy, wish, watch) for users
- Open access for content from 3rd parties, like flash apps and scripting from ad-agencies.
- Targeted polls, surveys and campaigns with custom content.
- Product featuring and configurable open frames to enable custom content.
- Multiple languages to support global presence
- Custom integration to external systems possible

Benefits

Get built in CMS and CRM features in your social networking applications and thereby protect your development investment for years to come. Also

- Data mine your application statistics and use for targeting content combined with your customer's social profiles.
- Create cross-network experiences for your customers and build communities that span networks.
- Receive valuable input to your product development and customer service, based on customer interaction

Technical Facts

Loyance™ is a server based solution that runs on Microsoft technology including Microsoft SQL Server. Loyance™ can be hosted (SaaS) or adapted by the enterprise to run completely under in-house control.

Adapters are available for Facebook and any social network supporting 3rd party applications running OpenSocial including Engage.com, Friendster, hi5, Hyves, imeem, LinkedIn, MySpace, Ning, Orkut, Plaxo, Six Apart, Tianji, Viadeo, and more.

Social data available for 3rd party varies from platform to platform.

Newsperience

Newsperience was founded in 2008 to bring social and mobile media to work for the business world, while respecting the rules of the road of social media.

Newsperience is a software and consultancy company based in Denmark but with global reach.

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