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(54) **Title**: A MOBILE PHONE BASED MOBILE CUSTOMER RELATIONSHIP LOYALTY METHODOLOGY AND SERVICING SYSTEM WITH INSTANT ANALYTICS FEATURES THEREOF

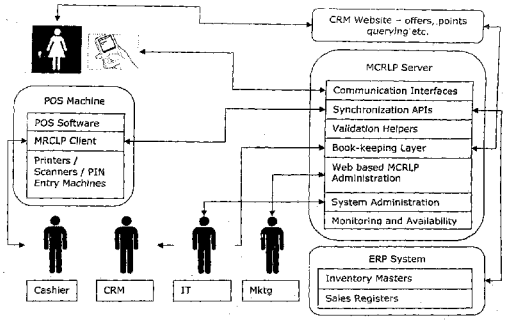


FIGURE 1

(57) **Abstract**: A mobile phone based mobile customer relationship and loyalty servicing system and method thereof which involves media such as SMS, e-mail, instant messenger or a notification to a mobile application or website as well to identify and communicate with the customer in a customer friendly manner. It includes a unique code based operation and special feature of instant analytics for the customer, points/voucher validation and redemption, incentivized referral program, integrated campaigns and the like right at the POS terminal at client outlet enabling real time integration, analytics and communication. The system involving Mobile phones/like mobile operative devices of the end users/customers, at least one client component at the retail/sales outlets and a server component comprising an MCRLP main server system for operative connection to said one client component for customer relationship and loyalty servicing. The Customer interacts with the system and his behavior is modeled.

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