

Client Services

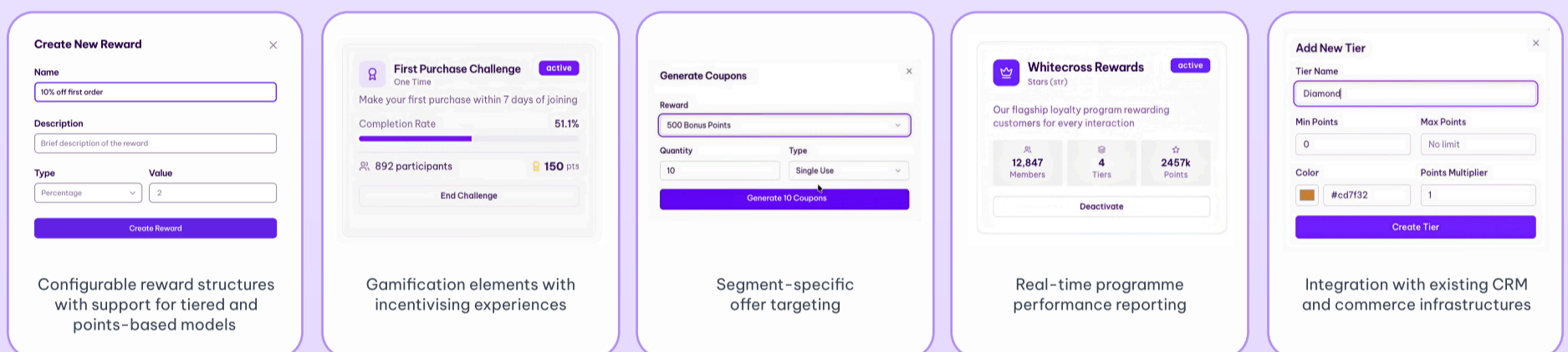
Intelligent Customer Relationship Management

Our client services software gives you a connected suite of CRM tools to manage the full customer relationship, from loyalty and checkout through to understanding how your audience moves through your digital estate. Everything runs from a single platform, so your commercial and CX teams can work together from the same data, and act on it fast.

Allegiance

Boost customer retention and repeat sales with Allegiance, our advanced loyalty management system.

Core features



The image displays five screenshots of the Allegiance loyalty management system interface, each illustrating a core feature:

- Create New Reward:** A form for creating a new reward with fields for Name (e.g., "10% off first order"), Description, Type (e.g., "Percentage"), and Value (e.g., "2").
- First Purchase Challenge:** A challenge interface showing "Make your first purchase within 7 days of joining", a completion rate of 51.1%, 892 participants, and 150 pts.
- Generate Coupons:** A form for generating coupons with fields for Reward (e.g., "500 Bonus Points"), Quantity (e.g., "10"), and Type (e.g., "Single Use").
- Whitecross Rewards:** A dashboard for a loyalty program showing "12,847 Members", "4 Tiers", and "2457k Points".
- Add New Tier:** A form for adding a new tier with fields for Tier Name (e.g., "Diamond"), Min Points (e.g., "0"), Max Points (e.g., "No limit"), Color (e.g., "#cd7f32"), and Points Multiplier (e.g., "1").

Who benefits?

Allegiance is built for marketing and CRM teams responsible for retention strategy, as well as product teams looking to deepen engagement through digital experiences. It's equally relevant for commercial leaders who need to see a clear connection between loyalty investment and customer lifetime value.

What it solves

Reduces churn


Increases repeat purchase frequency

Boosts the commercial case for customer retention investment

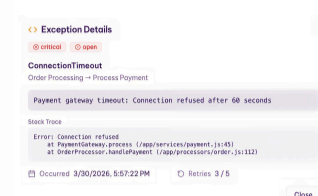
Checkout

Designed to remove friction from the transaction process and give customers flexibility in how they pay.

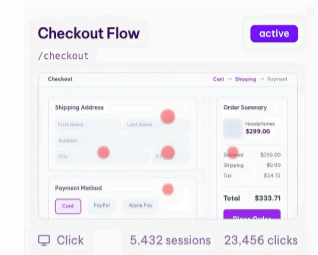
Core features



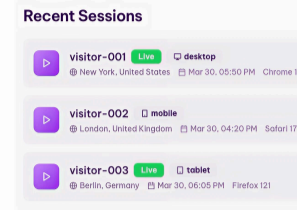
Support for multiple payment methods and gateway configurations



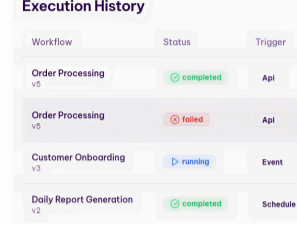
Secure transaction processing with fraud prevention controls



Guest checkout and customisable flows to match your brand experience



Dynamic tax and shipping rules by location



Detailed transaction reporting and conversion analytics

Who benefits?

Checkout supports ecommerce and product teams managing the customer purchase journey, or finance and operations teams who need visibility into transaction volumes and payment performance.

What it solves

Reduces checkout abandonment

Improves payment experience clarity

Supports consistent transaction visibility

Prediction

Prediction uses advanced algorithms to anticipate customer behaviour, modelling purchasing patterns and simulating journeys to quantify the impact of changes to your product or pricing.

Core features



Predictive modelling of individual and segment-level purchasing behaviour



Journey simulation to test changes pre-deploy



customers most likely to convert or churn



Demand forecasting using historical data

Who benefits?

Prediction supports data and analytics teams moving toward forward-looking intelligence, or product teams who require evidence-based prioritisation rather than relying on intuition.

What it solves

Shifts operations from reactive to anticipatory

Optimises budget allocation for maximum impact

Enables timely interventions in the customer journey


Tracking

Get a comprehensive view of how customers navigate your digital estate, monitoring conversion flows and identifying friction points that lead to drop-off.

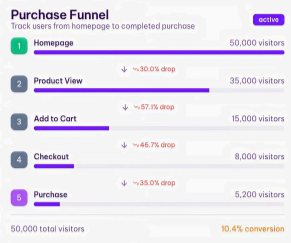
Core features




End-to-end conversion flow monitoring across web and app environments



Drop-off analysis and UX issue identification with session-level insight



Funnel comparison across audience segments and time periods



Integration with Prediction for connected behavioural intelligence

Who benefits?

Tracking is built for CX, UX, and digital analytics professionals who need to understand the real-time customer experience, or marketing teams looking to connect campaign performance to on-site behaviour.

What it solves

Eliminates speculative improvement efforts

Replaces guesswork with evidence-based insights

Identifies specific friction points costing customers

Why Choose Whitecross Client Software?

We understand the complexity of large customer databases and the challenge of getting disparate internal teams to work from the same data, within the constraints of regulatory compliance. That's why our Client Software is a coherent suite designed to work as a single system:

The behavioural data from Tracking informs the models in Prediction which feeds the targeting logic in Allegiance and connects back to conversion performance in Checkout.

It's the unified ecosystem where every data point can inform your next move.

FAQ

How long does implementation typically take?

Implementation timelines vary depending on the complexity of your existing infrastructure and the modules you're deploying, but we'll work closely with your team from the outset to define a realistic phasing plan and minimise disruption to live operations.

Can Whitecross Client Software integrate with our existing CRM or ecommerce platform?

Yes. Each module within Client Software is built with integration flexibility in mind, and can all connect with leading CRM, commerce and data platforms. Our team will assess your current architecture during scoping to confirm compatibility and recommend the appropriate integration approach.

How does Allegiance handle GDPR and data privacy requirements?

Data governance and compliance are built into the Whitecross platform architecture from the start. Our team can walk you through the specific controls relevant to your regulatory environment.

Is Prediction accurate enough to rely on for commercial planning?

Prediction is built on your own customer data, which means its outputs improve as your dataset grows and the model refines over time. We recommend using it as a high-quality directional input to planning, particularly for retention and acquisition investment allocation.

Do we need to deploy the full suite, or can we start with one module?

You can start with any module and expand over time. Many of our customers begin with one area and add further capability as they see results. Because the modules are designed to work together, expanding the platform later is straightforward.

WHITECROSS



whitecross.dev