



# ClkClk recognised for most innovative technology of 2012

ATLANTA, US: ClkClk, a customer loyalty program, has managed to bag the two most prestigious awards for innovations on technical field; namely - 2012 FTA Hospitality Industry Award and 2012 Innovative solution awards by RSPA.



ClkClk is a customer loyalty program that runs in integration with POS systems in order to help companies to achieve greater customer retention rate. The simple and comprehensible features of ClkClk has made creating, managing and running a customer loyalty program easy.

In today's competitive environment an effective customer loyalty program is extremely crucial for a business to grow its customer base by turning their customer's into brand ambassadors. ClkClk makes its possible through its various loyalty options. It helps promote awareness among customers to drive in new businesses, turning ad hoc guests into regular patrons, promoting brand value through social media, and more. The ClkClk loyalty cards are customizable and convenient to use for any business purposes and can be integrated to any POS system, ClkClk's Loyalty Express, and web-based kiosks. The merchants can send e-receipts, e-reviews, social amplifiers through ClkClk eR Suite to reach out to more number of customers at the same time.

The RSPA innovation solution award was given at Atlanta and the FTA Hospitality Awards for Excellence was handed out in New York, and received by Greg Demetri, CEO, ClkClk Inc. ClkClk won the award in the category of IT innovator.

Demetri has been the continuous inspiration behind the success of ClkClk. Since 2008, he has driven and motivated his team for continuous innovation. The loyalty program conceptualised by ClkClk is now used by clients such as Denny's, Texas Roadhouse, Crowne Plaza, Holiday Inn and Green Public School System.

[Corelynx Inc](#) was chosen to design and develop ClkClk award winning platform on customer loyalty and POS integration system. Corelynx received the award on behalf of ClkClk Inc. in FTA award ceremony in Mumbai.

## About Corelynx

Corelynx is a Silicon Valley based enterprise software company that is engaged in innovation driven product designing and developing. Apart from that, they also offer software solutions for an entire suite of enterprise applications and are heavily into ERP development, CRM customization, cloud computing consultation and product development using open source technology. For more information call 877.267.3599/510.790.3641 or mail at: [info@corelynx.com](mailto:info@corelynx.com).

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