

Improved MVC loyalty program using analytics for a leading technology MNC

• Situation & Challenges

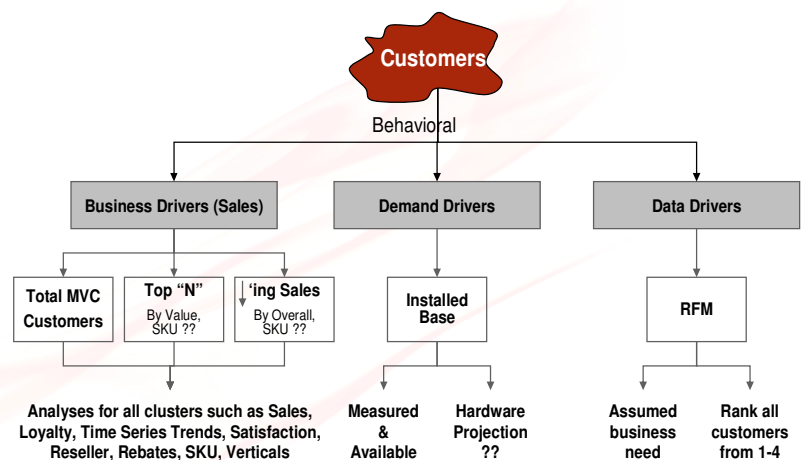
The existing loyalty program for enterprise customers was not well designed. Due to existing data issues the client was unable to understand the program performance. The client also wanted to also identify trends in Most valued customer (MVC) spend, share of wallet and potential.

• Our Approach

We developed a behavioral segmentation model based on the existing infrastructure & data.

Furthermore, we performed analytics at 3 levels - from simple time charts for sales trends to multidimensional charts for N-way correlations.

Finally, we recommended a number of next steps initiatives and specific steps to improve MVC program.



• Result

The tactical and strategic initiatives recommended by us led to a better ROI on customers especially in retention and satisfaction of the most valuable customers. The client incorporated a more customer centric approach to its business which led to an increase in the customer installed base.