

Customer Fatigue and Engagement

Why are Loyalty Rewards Programs so often ineffective and increasingly expensive?

Most are built without...

Data on customer behavior and understanding the drivers of that behavior.

We use analytic & predictive insights to not only structure a program but probably more importantly ...

Continually refine and adjust by continually analyzing results to predict and therefore manage, customer fatigue and engagement. proactively.

Intelligent Segmentation
Developed from your data
about your customers

Customer Characteristics	Best Customers	At Risk Customers
Age of Head of Household	40-45	30-35
Education	College Graduates	Associates Degree
Gender	Females	Males
Length of Residence	4-7 years	2-3 years
Marital Status	Married	Single
Credit History	10+ years	2-4 years
Length of Customer Relationship	3+ years	9 months or less
Credit Card High Balance	\$2,500+	\$500-750

Predictive Analytics
Provides an ROI for each Segment



Segment Profitability Drives
Program Structure

Ongoing Usage and Results Drives
Ongoing Analysis and Program
Refinement

