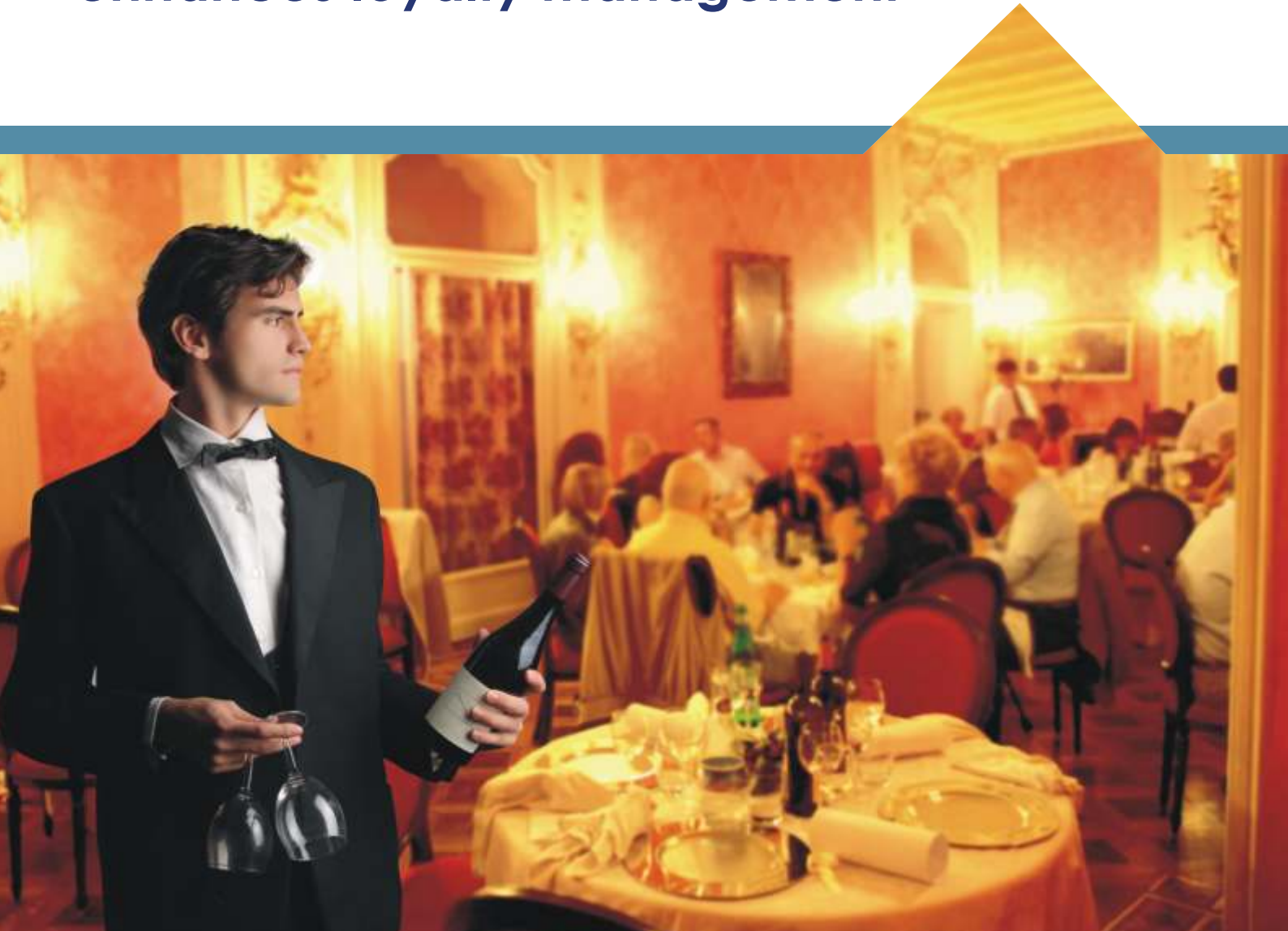


# Introduction of coalition loyalty program across premium brands enhances loyalty management



## SITUATION

Strong independent loyalty programs across different premium businesses of the parent company. However, initial studies revealed that there was less than 10% overlap between the two programs.

## IMPACT

Loss in revenues owing to the inability to cross-sell & up-sell across a customer base of hi-networth customers. Disconnected loyalty programs were hampering the company's total brand value and market share.

## RESOLUTION

A unified loyalty program brought the different brands into a single, integrated program for improved customer loyalty management. Deployment of an automated loyalty engine captured customer data across different brands and helped track accrual and redemption of loyalty points on a single platform.

## The Customer

Leading lifestyle retailing and premium hotel businesses of one of India's most respected and diversified business conglomerates.



## Challenges

The key challenge was to cross leverage strong individual brands of diverse business segments of hi-end lifestyle retailing and luxury brand of hotel chains and hence cross sell across a customer. The key to this was to create a single loyalty platform across both business lines enable a single view of the customer – their profile and their preferences.

Data inconsistencies across different systems due to disparate systems used for maintaining customer information customer profile & preference were maintained in different systems difficulties in data reconciliation and management due to heavy dependency on manual functions in the existing loyalty system

Different rules, tier systems & financial models of both the programs made it difficult to bring both programs to a single platform both programs had different taxation rules – One included the tax component, which the other was exclusive of tax

## Solution

We implemented a fully integrated multi-channel loyalty program and a dedicated member portal that served as an interface for customer transactions including profile management and redemption of loyalty points.

Customers were classified into three tiers – Platinum, Gold, and Silver – based on the volume and value of their transactions and they could view and edit their personal profile settings based on the tier they belonged to.

The implementation included design, development, testing, integration, and deployment of Siebel Loyalty, Marketing, and Analytics; continuous application maintenance and support; and solution development to help the customer run their own BPO Operations through a dedicated Program cell, with both a Customer Care and a Fulfillment Centre. While Customer Care managed customer requests for redemption of loyalty points, the Fulfillment Cell handled all redemptions resulting in physical dispatch. The system enabled SMS communication for the loyalty program and customers had the option to redeem their loyalty points through different channels like SMS, call center, or by swiping their loyalty card to make payments.

Customers could also convert accrued and unused company loyalty points to redemption vouchers and airmile points from the partner network and vice versa.

## Benefits

- Enhanced customer experience
  - Accurate management of customer data with a fully automated, flexible, and highly scalable system requiring minimal effort for future upgrades
  - Increased customer satisfaction owing to single point loyalty accrual and multiple redemption channels (SMS, online, offline through call centers, card reader)
- Reduced costs and better utilization of resources resulting from a consolidated cross brand loyalty program management model (quantify cost reduction)
- 60% to 70% reduction in lead time between defining strategies for campaigns/promotions and go live phase
- Wider outreach to high net worth customers with targeted innovative marketing campaigns for new product launches/promotional offers

### ITC Infotech's Loyalty practice

ITC Infotech offers CRM solutions and services globally to clients across a wide variety of products such as Siebel, CRM OnDemand, Peoplesoft, OBIEE/Analytics, among others. A Platinum level member of Oracle PartnerNetwork, ITC Infotech has implemented Siebel Loyalty for the airlines industry, for the hospitality industry and for a coalition loyalty program encompassing hospitality & retail companies; and provided BPO services using Siebel CRM & Loyalty platform. The company's Oracle CRM Practice has expertise in Sales, multi-channel Marketing, Services/Call center, across industries.

To contact our subject matter experts, please write to: [contact.us@itcinfotech.com](mailto:contact.us@itcinfotech.com)

[www.itcinfotech.com](http://www.itcinfotech.com)