



Business-friendly Solutions



NEXT GEN LOYALTY SOLUTION

Create Winning Experiences

Evolving Customer Engagement Ecosystem

As businesses grapple with the rapidly evolving customer journey, loyalty programs are increasingly being looked at as a key lever in the CMO's arsenal to understand customers better and provide an enriched experience through meaningful engagement.

Challenges of Legacy Loyalty Platforms

- Monolith - clunky architecture
- Silo, on premise - difficult to integrate
- Bloated - large amount of customization
- Complex change management
- High level of maintenance
- Legacy data structures

As a result

- Modern digital channels not being utilized, resulting in inconsistent CX
- Limited understanding of customer and hence inability to personalize
- Lack of excitement, loyalty program losing relevance - one in a crowd

Through more than a decade of implementing loyalty and coalition programs, in Retail, Travel & Hospitality, ITC Infotech has acquired significant domain & technical knowledge of taking Loyalty driven CX to the next level.

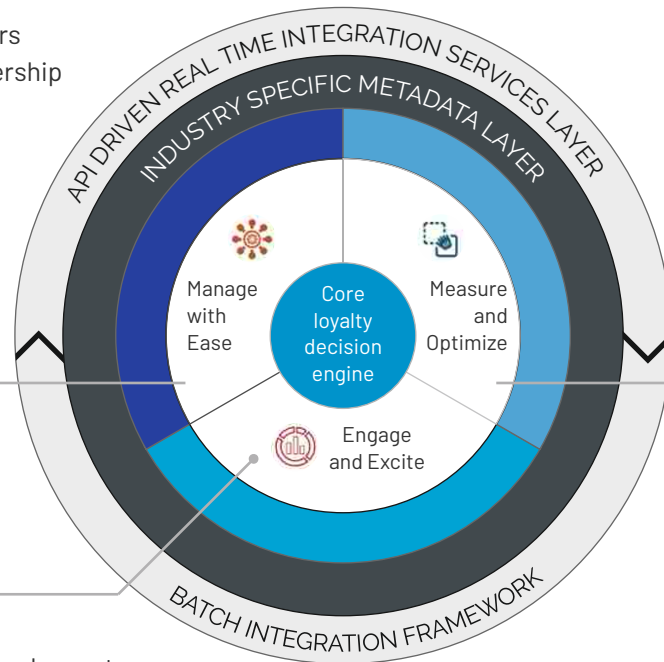
Need of the hour

A feature-rich enterprise class cloud loyalty solution that enables businesses to align with the evolving modern customer journey, recognize and encourage loyal customers and increase advocacy through effective personalized engagement.

ITC Infotech's Next Gen Loyalty

ITC Infotech's Salesforce certified Next Gen Loyalty solution is loaded with futuristic features, gamification and CX connectors. Bundled with industry specific templates, an optional customizable responsive member portal and a mobile app, the Loyalty solution helps manage customer engagement right from acquisition to retention to advocacy, and accelerate returns from loyalty initiatives.

- Multiple programs and Tiers
- Household / Group Membership
- Corporate programs
- Loyalty Currencies
- Loyalty Promotions
- Partner Ecosystem
- Rewards Catalog
- PBL based Games
- Vouchers & Coupons



- Customizable dashboards
- Pre-configured transactional reports
- Member growth & activity reports
- Program & promotion effectiveness

- Member acquisition
- Refer and earn
- Earn for purchase & non-purchase
- Claim missing points
- Real-time redemptions
- Pool points
- Rewards for Social
- Mobile app
- Self service portal
- Chatbot

Our Success Stories

Loyalty implementation for one of India's best low cost carrier airline and one of the country's largest airline.

BUSINESS NEED

- Loyalty program to maintain customer information & reward based on the nature of transactions
- To segment member base into levels based on their spend and flight count
- To generate reports—both transactional and operational

OUR SOLUTION

- **Loyalty Program:** FFP Program for handling Transactions, Promotions, Tier changes & Partner/Products.
- **Campaign Mgmt.:** Integrations with Adobe platform for customer marketing & engagement
- **Integrations:** API integrations with other systems like Navitaire booking system, Website/Mobile App, Call Center, Adobe etc
- **Analytics:** Revenue Management, Corporate Sales Analytics, Flight Ops Analytics, Catering Analytics etc

BUSINESS BENEFITS

- Member base will continue to increase year on year
- Issue member tier benefits, which will prompt members to engage in more activities to reside on the current tier or upgrade to the next level
- Track program performance and effectiveness via various reports
- Enable wallet balance to be maintained and also award incentive over wallet recharge

HIGHLIGHTS OF SERVICES OFFERED

- SFDC Cloud Loyalty solution
- Analytics – Revenue Management, Corporate Sales Analytics, Flight Ops Analytics, Catering Analytics etc

About ITC Infotech

ITC Infotech is a specialized global technology solutions provider, led by Business and Technology Consulting.

ITC Infotech's Digital@work infuses technology with domain, data, design, and differentiated delivery to significantly enhance experience and efficiency, enabling our clients to differentiate and disrupt their business. The company is powered by a growing portfolio of specialized solutions addressing critical business challenges, including: Industry 4.0 solutions (PLM, IoT and Embedded), Customer Value Management, Loyalty, Trade Marketing & Distribution, Supply Chain Optimization, Data Engineering and Analytics, Healthcare Analytics, Digital Banking solutions and Digital Agriculture solutions. The company provides solutions to enterprises in Supply Chain based industries (CPG, Retail, Manufacturing, Hi-Tech) and Services (Banking, Financial Services and Insurance, Healthcare, Airline, Hospitality) through a combination of traditional and newer business models, as a long-term flexible, trusted and sustainable partner.

ITC Infotech is a fully-owned subsidiary of ITC Ltd, one of India's foremost private sector companies and a diversified conglomerate.

www.itcinfotech.com | contact.us@itcinfotech.com