



REDEFINE CUSTOMER EXPERIENCE With ITC Infotech's Loyalty Services

ITC Infotech offers comprehensive Loyalty Services, coupled with Marketing & Customer Care services for customers. Our offering is powered by Oracle Loyalty Cloud and Oracle Marketing Cloud (Responsys); and supports cross-selling across Oracle Commerce, Service, Sales, Social, Customer Hub, and PaaS. ITC Infotech has an ecosystem of agency partners across NA, Europe, MEA and APAC to address specific local needs.

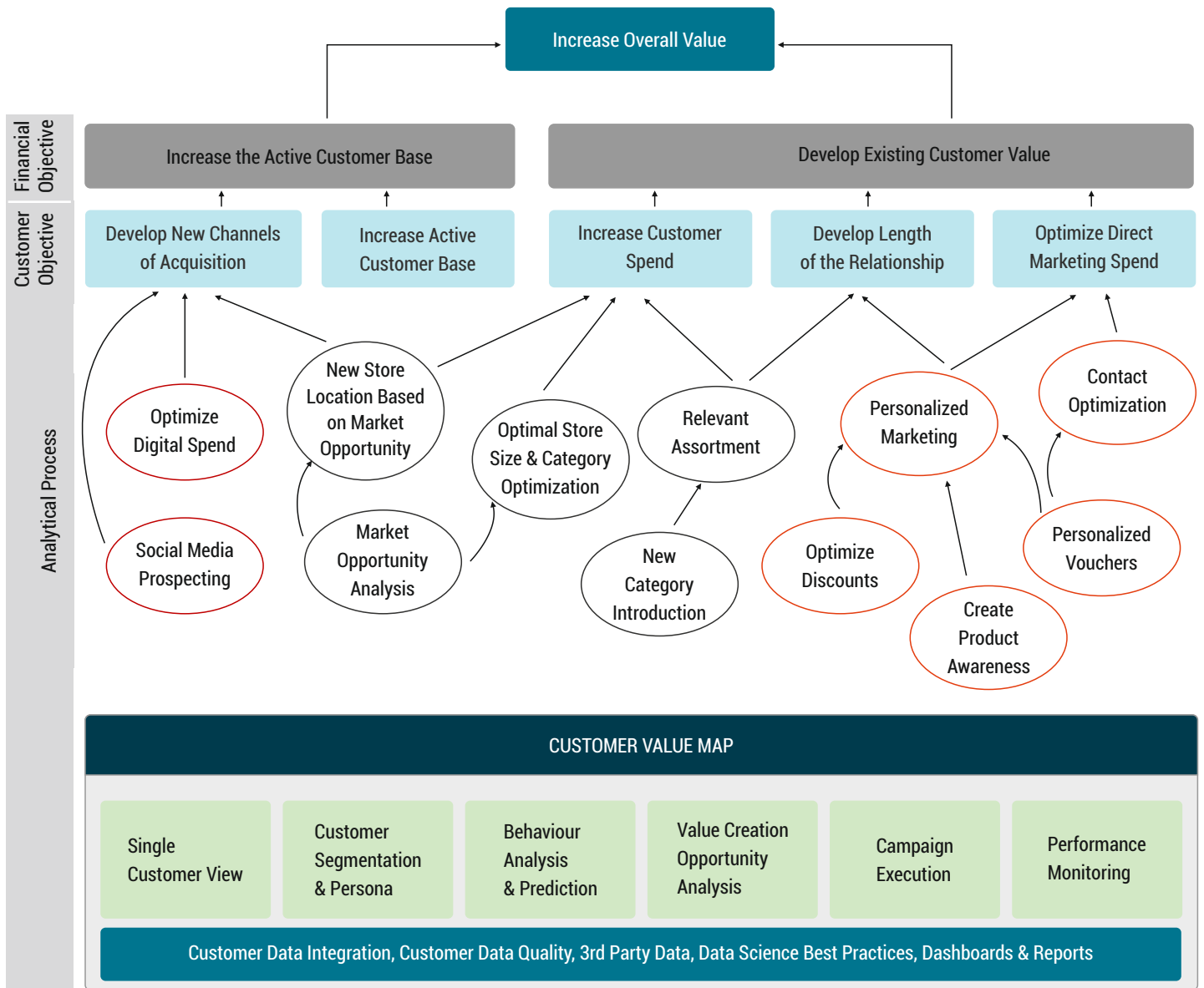
Our business models supports

- B2C Consumer Loyalty for Retail, Airlines, Hospitality
- B2B Channel Loyalty for CPG / Manufacturer / Brand

Our Loyalty Services

LOYALTY STRATEGY DEFINITION	TECHNOLOGY IMPLEMENTATION	ONGOING OPERATIONS	ADVANCED ANALYTICS
<p>Strategy and Roadmap Definition</p> <ul style="list-style-type: none"> • Need for Loyalty such as Customer Connect, Brand Connect, etc. <p>Program Definition</p> <ul style="list-style-type: none"> • Program Parameters • Incentivisation Model • Eco-System Definition • Member Management • Accrual/Redemption • Loyalty Communication Mgmt. • Loyalty Service • Customer Engagement • Partner Management 	<ul style="list-style-type: none"> • License Procurement • Gap / Fit Analysis • System Configuration • System Validation & Testing • Deployment & Go Live 	<p>Ongoing Operational Processes</p> <ul style="list-style-type: none"> • Promotion Management • Program Administration <ul style="list-style-type: none"> ◦ Reward Program Administration ◦ Loyalty Program Administration ◦ Financial Administration ◦ Business Development • Partner Management • New Partner On-boarding Services • Partner Maintenance Management • House-Keeping & Data Cleansing 	<p>Loyalty Analytics</p> <ul style="list-style-type: none"> • Promotion Effectiveness • Member Analytics <p>Financial Analytics (loyalty)</p> <ul style="list-style-type: none"> • Liability Reports • Audit And Accounting Reports

Our CX/Loyalty Services: Value Map



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