

Analyttica helps a Non - Banking Financial Services Company with Customer Loyalty and Rewards Strategy

Project:

Customer Segmentation for Loyalty and Rewards Strategy Program

Application - Industry:

Non-Banking Financial Services

Client's problem statement:

A client, small-sized NBFC, wants to better understand their customer base and establish a rewards program aimed at deepening engagement and brand loyalty

Problem solution and approach from Analyttica:

- ✔ Analysis of customer behavior across the different products offered by the organization
- ✔ Application of statistical methods to identify customer segments based on their product usage and profitability behavior
- ✔ Quantitative approach to establish product specific business rules for better alignment
- ✔ Recommendation on rewards program structure based on identified customer segments

Business impact:

- ✔ Identified cross sell opportunities for different customer segments, based on their distinctive characteristics
- ✔ Leveraged the rewards program to deepen engagement with the most profitable and engaged customer segments

Contact Detail

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