ANALYTICS SUITE
DATA AND INSIGHTS FOR IMPROVED BUSINESS PERFORMANCE.

UNCOVER THE UNIQUE CUSTOMER DNA THAT DELIVERS SUPERIOR PROGRAM RESULTS.

All customers are not created equal. To maximise your return on marketing investment, you must allocate your resources disproportionately towards those segments where you can make the greatest impact on behavioural change and increased profitability. Yet most loyalty and reward initiatives that fail do so because companies lack the time, resources, and tools to properly segment their customer base along multiple dimensions of purchase behaviour. The result: one-size-fits-all, undifferentiated programs that offer the same routine discounts and benefits to every customer.

Enter Incentive Solutions. Our **Analytics Suite** of analytical models and data-driven design tools help you understand the critical nuances of your customer behaviour. Cast the net too wide, and your program will reward the wrong segments and quickly become unprofitable; cast it too narrowly, and your positive results will be too insignificant to impact your bottom line. Analytics Suite uncovers the unique customer DNA that delivers superior program results.

ASKING THE CRITICAL QUESTIONS

Linking Analytics Suite to our Design Suite consulting allows you to ask questions critical to program success:

- How do we determine customer value?
- How do we identify customers with the most potential value?
- How can we identify those customers most likely to leave?
- What customer behaviors can we change to help improve value, attrition or potential?
- What segmentation makes the most sense for our program?
- How can influencing behavior through our programs result in financial benefits for our business?

WE SPECIALISE IN THE FOLLOWING SECTORS:

B2B

Your business depends on demonstrating trust and commitment to your best customers. Incentive Solutions can help you find your direct connection to B2B loyalty.

CONSUMER

Loyalty marketing isn't about bribing consumers– it's about demonstrating loyalty. Incentive Solutions can set you on the path to more profitable consumer relationships.

EMPLOYEE

The first step in building loyal customer relationships is cultivating engaged, committed employees. Incentive Solutions can help you blaze new trails with employee reward and recognition programs.

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Analytics Suite works as a stand-alone suite of analysis and reporting solutions, or as a bundled element to an integrated loyalty program design and implementation. We're faster and less expensive than the competition, we can handle nearly any customer data format for both B2B, employee and consumer clients, and we speak the language of business. Contact us for more information about our analytics services. Including the following analytics and reporting products.

VALUE
We'll help you understand the true value associated with an individual customer on both a transactional and profitability scale, and help you express this value on either a temporal or lifetime value scale.

ATTRITION
We'll help you uncover the key drivers of customer attrition and develop the tools and techniques to both identify customers with the highest propensity to churn and intervene with the right offer to retain them.

POTENTIAL
We'll analyse customer behaviour to help you understand which new customers have the greatest long-term value potential. Then devise the upsell or cross-sell offers to help you realise that potential.

FINANCE
We'll undertake a comprehensive review of your program financials such as funding rate, operational costs, program fees, and breakage to deliver a sound financial plan and a solid return on your investment.

RESEARCH
Our experienced research staff can help you devise the customer surveys, market assessments, competitive reviews, and other business intelligence required to deliver solid program results.