

Netlink Analytics Platform, Customer Loyalty Implementation, Flypaper marketing

Scope

- Customer Loyalty Management
- Campaign Management
- Coupons
- Patron Referral Rewards Programs
- Wishlist
- Social Networking
- RSVP Invitations
- Referral Rewards Program



Business Challenge

- Improve brand loyalty
- Know the reasons and solutions for the declined sales / customer migration to competitor brands
- Improve customer retention
- Bring a localized approach to large store chains
- Encourage customers to visit website and shops for social networking

DeltaPlatform Components Utilized

- **SaaS:** Netlink Analytics Platform - Customer Care Loyalty Management
- **PaaS:** Continent Management and Digitization, Delta Integration Bus, Project and Service Delivery Management Tools
- **IaaS:** Core Infrastructure , Infrastructure Administration and Add-on Services

Results

- 1-to-1 Relationship with Customer
- Customer Data Segmentation
- Customer Retention
- Customer Behavior Insights
 - What do they buy?
 - How do they buy?
 - Shelf Stocking and Space Optimizations
 - Analytical Insights based on Statistical Data Analysis

Business Results

- Sales Increase by 3%+ in 3 months
- Brand Name Recognition Increased by 30-40%
- Return Customers Increased by 15-25%
- Higher Revenue with Increase Traffic to Ecommerce Website and Physical Stores