



Loyalty Customer Analytics

Robust loyalty software platform that supports sophisticated customer data analysis. Use insights to build loyal relationships, increase yield, guide decisions, and improve profits.



Tap into the rich resource of your loyalty program data. Our analysts examine transactional, demographic and psychographic information to create a multi-dimensional perspective of your customer base.



We look beyond the narrow metric of basket value to help you identify your best customers, respond to their needs, win their long-term loyalty and increase their long-term spend.



Our loyalty software platform enables deep analytics. Insights help you pro-actively manage relationships, differentiate your brand in the market, and inform retail decisions that have a broader impact on gross profits.

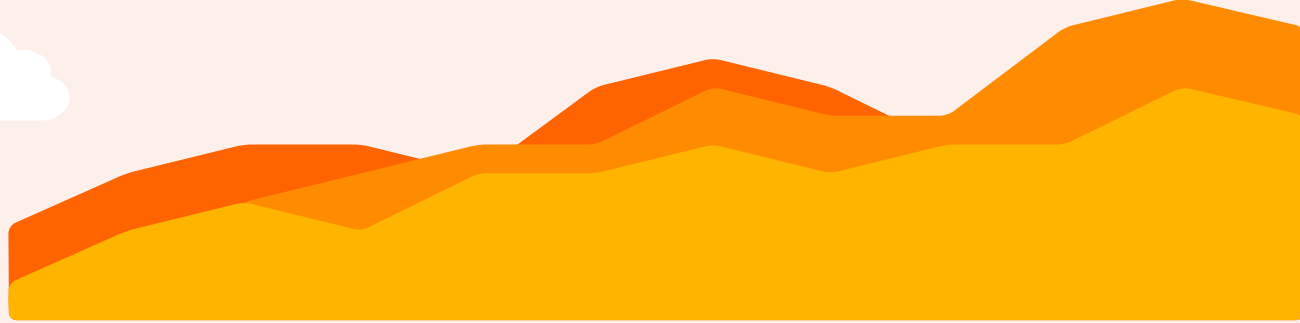
How it works

Sophisticated data analysis provides customer insights that support every angle of effective retail management.

Decrease price competition practices

Increase customer retention

Open new revenue streams



Focus marketing resources on maintaining high-value relationships. Decrease marketing costs.

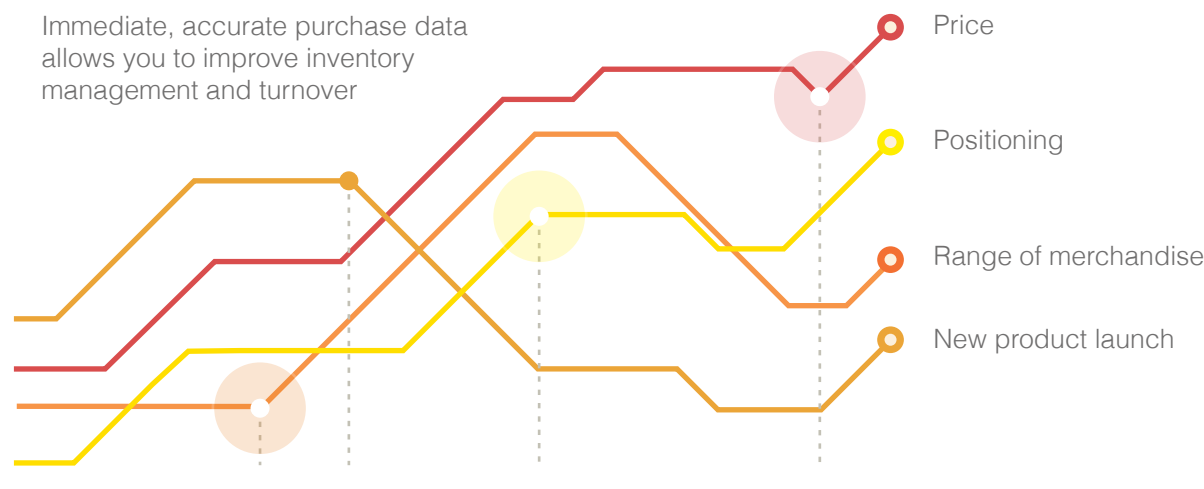


Segment customers to initiate personalised, relevant dialogue and respond to unique needs and expectations of each category.



Gain greater share of wallet.

Immediate, accurate purchase data allows you to improve inventory management and turnover



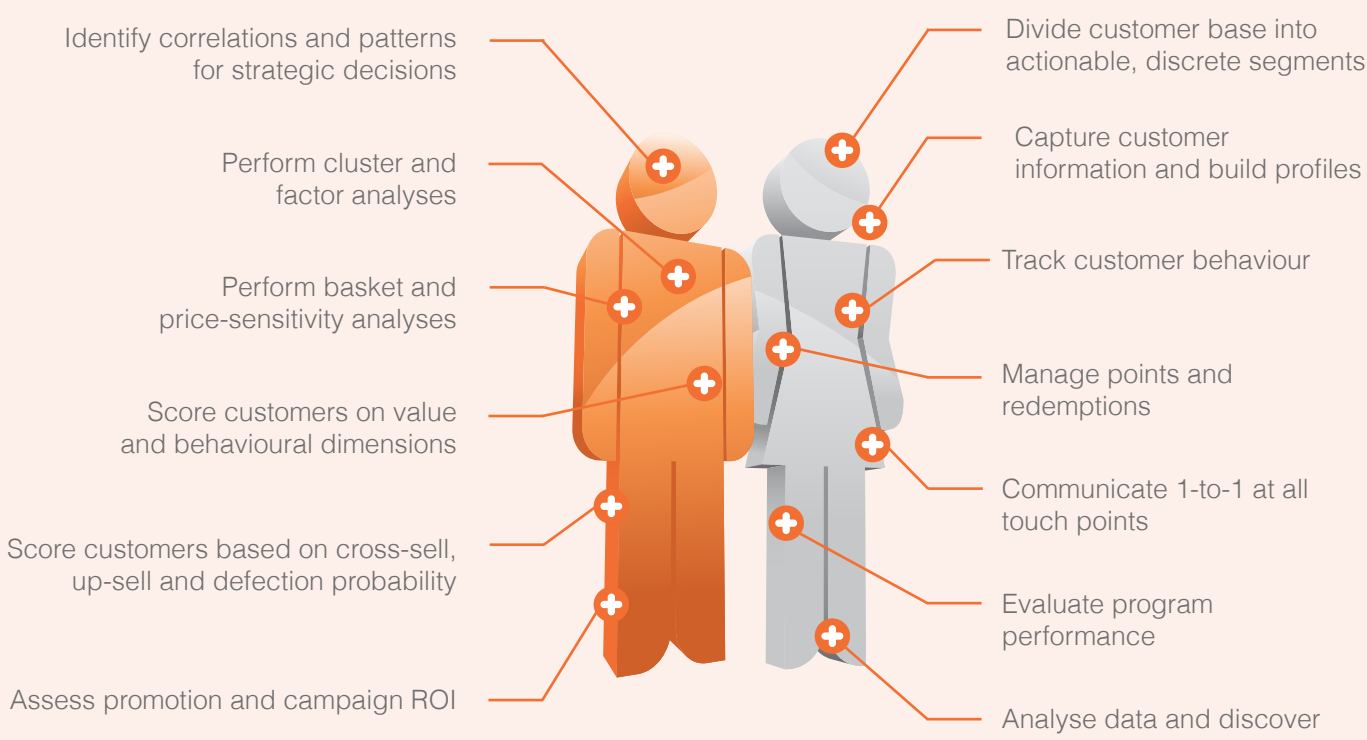
We work with you to create a robust data analytics strategy supported by a solid loyalty software platform.

Collect customer data from multiple touch points

- POS/transaction
- CRM/loyalty/credit card
- Advertising/promotional effectiveness
- Traffic and shopping patterns
- E-mail and electronic data

Collect from other data sources

- Demographic overlays
- Shopper insights research
- Survey research
- Geographic information and trade zone maps
- Vendor partner databases



Why Achievement Awards Group?

Track record of success in design, management and execution of enterprise level loyalty and incentive programs for blue-chip clients.

Loyalty software platform and expertise to support large-scale, complex programs.

Affiliated to internationally recognised data analytics experts.



Food for thought

"Emerging academic research suggests that companies that use data and business analytics to guide decision making are more productive and experience higher returns on equity than competitors that don't."
McKinsey Quarterly, October 2011

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