



Machine Learning Loyalty Decisioning by Deloitte

Advanced AI/ML loyalty decisioning built on Salesforce, leveraging Loyalty, CDP, Interaction Studio, and Deloitte ConvergeCONSUMER™ to deliver personalized loyalty experience at scale and improve customer lifetime value.

FEATURES

Showcase Benefits for Enrollment

Leverage machine learning and artificial intelligence to showcase relevant program benefits to drive loyalty program enrollment.

Advanced Loyalty Offer Decisioning

Deploy sophisticated & personalized ML/AI loyalty offers and promotions to improve campaign success and drive brand revenue.

Personalized Customer Save

Enable advanced customer service save offers to reduce member churn.

Customer View Outside the Brand

Connect more than 10,000 data points at the individual level from secondary data combined with your primary data to enable a multi-dimensional view of your customers.

Cart Abandonment/ Exit Intent

Leverage loyalty decisioning during cart abandonment and exit intents to drive brand engagement.

BENEFITS



Increase Member Enrollment



Increase Redemption Rates



Increase Member Spend



Decrease Churn



Increase Average Order Size

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