



# Advanced Loyalty Decisioning

Most consumer brands are deployed on outdated loyalty platforms and are not able to deliver personalized experiences at scale or drive significant growth with their platform limitations. As a result, customers can become inactive in 8 out of every 15 loyalty programs they join.

Deloitte has partnered with Salesforce to deliver a leading loyalty decisioning system driven by AI & Machine Learning.

See how together we are enabling intelligent loyalty decisioning to drive your business forward.

## FEATURES

### Next Level Loyalty Intelligence

By leveraging machine-learning, you can personalize loyalty experiences at the 1:1 level for each of your visitors in real-time, based on advanced AI for optimal performance.

### Real-time Testing & Learning

Target loyalty customers based on real-time intent, current and historic behavior, user attributes, and/or affinity – all while optimizing toward your specific loyalty KPI's.

### Enriched Loyalty Profiles

Deloitte can activate loyalty audiences by enhancing 1P data with insights from our proprietary 3P data and identify key loyalty target audiences to drive growth.

### Empower Service Agents with Loyalty Offers

Improve service conversations with machine learning by offering the next best loyalty offer, action, or experience to drive engagement and reduce churn.

## LOYALTY BENEFITS



Increase Member Enrollment



Increase Member Spend



Increase Redemption Rates



Decrease Customer Churn

## CONTACT

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## WHY DELOITTE



Deloitte's comprehensive end-to-end loyalty capabilities, with our leading cross-cloud Salesforce expertise, and our ability to drive global transformations make us an ideal partner for your loyalty success.