
Squeezing Loyalty Schemes for juice, with Advanced Analytics

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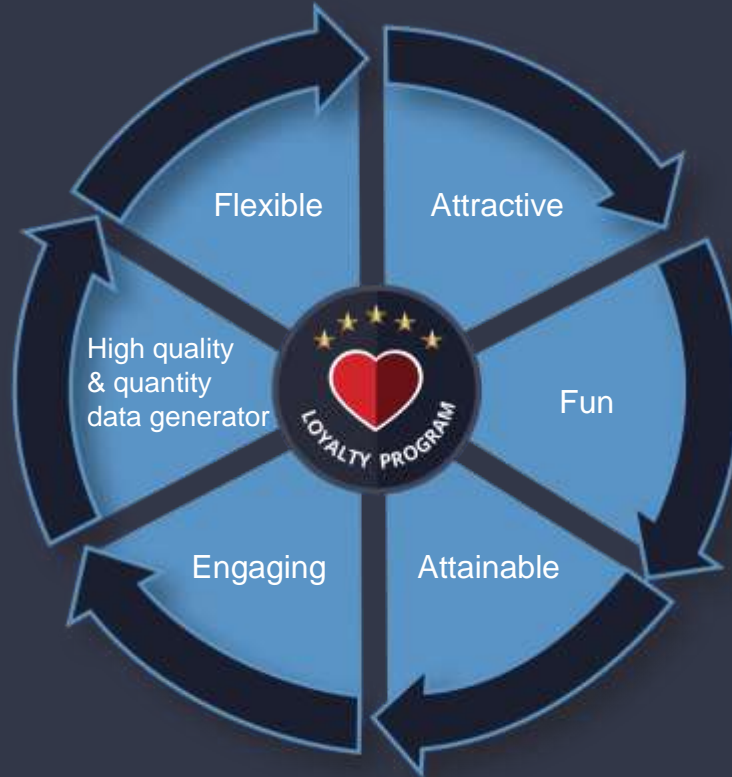


Loyalty Programs Everywhere



Digital Footprint Convergence

Effective Customer Loyalty Schemes



CRM Managers



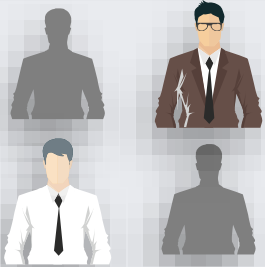
Data Generation Mechanisms & Advanced Analytics: A Mandatory Synergy



CRM Analytics Applications

UNDERSTAND

Better Customer Experience
Leads to Revenue Growth



GROW

Drive Customer Value



RETAIN

Ensure Customer Loyalty



RE-ACTIVATE

Win Back Lost
& Dormant Customers



Offline Analytics' Scores & Real-Time Data



6 CX Trends

...every company must get ready for NOW!

1

Really
Understanding
Customers



2

Responding
to YOU, THIS
moment



3

Anticipating
Customer
Needs



4

Actively Adding
Value to
Relationships

5

Augmented
Customer
experience

6

Make it a
Tangible
Experience



**WE SPEAK
ANALYTICS**

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