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iLoyal Smart Analytics and BI

Smart Insights for Smart Business

iloyal

Travel industry today is well on its way to shed its passenger focus and transform itself into a customer centric one. In this environment, the need for data analytics and its growing influence on operational strategies are being increasingly appreciated. Analytics can enable you to understand your customers better and provide you with deeper insights into business performance. In this context, the iLoyal Smart Analytics and BI offering can empower you by providing a tool that helps you to understand your customer segments, behaviour and business trends.

Smart analytics, including customer value models, churn models, and various types of customer segmentation, are known to play an important role in relationship marketing. All this information can then be consolidated into dashboards that are easy to view, interact with and personalize. iLoyal BI Dashboards includes a series of configurable KPI dashboards, tailored for each management role. The loyalty program manager, partnerships manager, marketing communications manager, service centre manager, and finance manager are each presented with a set of relevant business measures which reflect their own areas of interest. The user may drill down into the detail to understand underlying patterns and trends

The Smart Analytics and BI offering can empower you by providing a tool that helps you to understand customer segments, their behaviour & business trends.

Benefits

Optimize Your Marketing Strategy

- Learn, analyse and improvise the performance of your marketing programs to garner better RoI
- Get a view of your performance and do a "what-if" analysis by predictive modelling
- Improve the profitability and savings by distinguishing preferred from marginal customers
- Tailor the offerings to align with the demand by taking advantage of the new opportunities.

Know your Customers Better

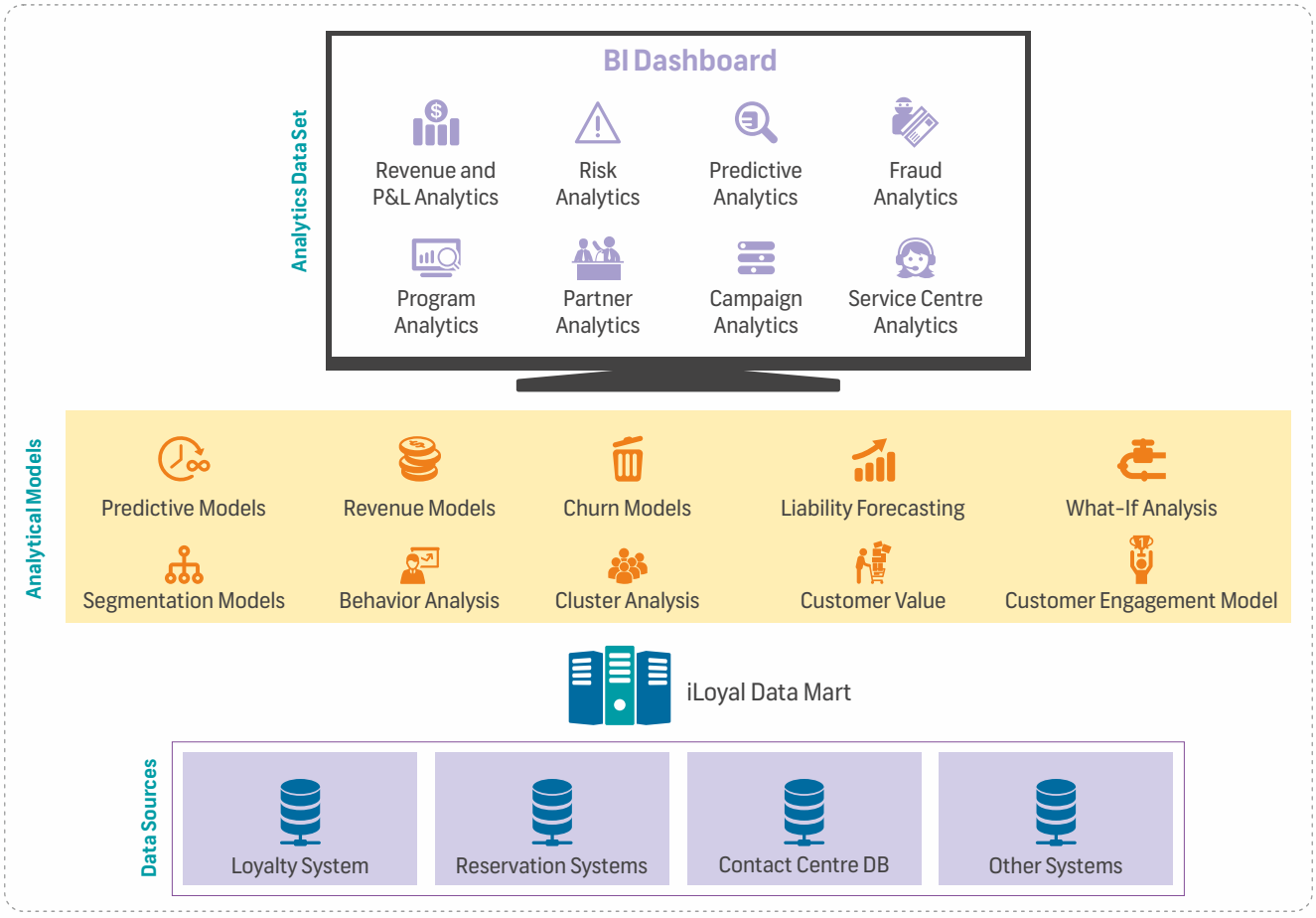
- Aquire, grow and retain the profitable customers by improved relationship building strategies
- Develop insight into changing customer requirements
- Tailor the offerings to fulfil specific customer needs through behavioural models
- Distinguish preferred from marginal customers through value models to improve the profitability and savings

Streamlining Operations, Mitigate Risks and Manage Financial Performance

- Use the performance models to streamline the operations and make it efficient
- Anticipate and respond to the changes better with "what-if" analysis
- Develop insight into changing customer requirements
- Mitigate risks and manage frauds to counter bad decisions or balance any losses through revenue leakages

Smart Analytics and BI – A Snapshot

iLoyal Smart Analytics and BI derives its source data from multiple systems like the loyalty system, booking system and so on. The underlying analytics module analyses these data using relevant modelling and statistical methods to generate various insights and forecasts. These models and data sets can then be visualized using a highly interactive BI dashboard.



Features

More knowledge about customers drives variety and personalization of marketing communications. Typically, once you have assembled a customer data mart with complete customer information from various sources, the next logical step would be to normalize this data and process them into information and further into value adding insights to drive the business.

Trends and Forecasting

- Decompose transactional data to understand seasonality and trends
- Conduct what-if analysis using statistical models
- Build statistical prediction models to carry out:
  - >> Revenue forecasting
  - >> Churn/Breakage forecasting
  - >> Liability forecasting

Understanding Segments

- Segmentation to identify sets of data that exhibit similar characteristics
- Use segmentation in multiple ways:
  - >> Segmentation of customer profiles based on demographics and preferences for creating targeted marketing strategies
  - >> Segmentation of customer transactional data to gather inputs on behaviour patterns
  - >> Cluster analysis of transactional data to identify anomalies/frauds

Customer Valuation

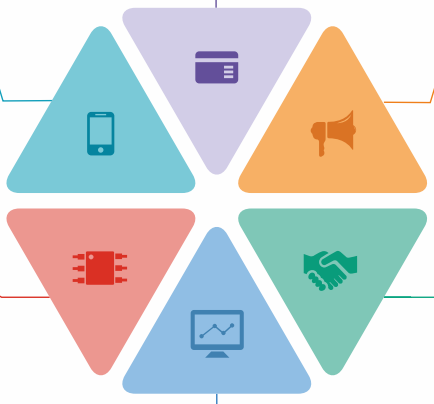
- Creating the ability to evaluate customers against multiple dimensions
- A customer engagement model that generates a customer engagement index against every customer
- Ability to understand the customer value which is the monetary value associated with every customer

BI Dashboard – Real-time, Relevant and Accessible

- Data visualization using charts, cross tabs, tables, and other gadgets to help users visualize and explore data through effective and standard formatting of business reports.
- Users can design, share, explore and monitor the data in personal dashboards. Interactivity such as filtering and drill-down allows you to explore insights further.
- Ability to configure the dashboard based on role and operational area in order to access only relevant models and data sets
- Allows dashboard access via multiple channels like mobile, tablets and other hand held devices.

Our Loyalty and CRM Offerings

Loyalty programs are increasingly seen as a key part of a larger Customer Relationship Management strategy. To make this strategy effective, IBS offers you with a wide range of solution offerings in the Loyalty and CRM space to give you the leverage, to not only grow your business but also to effectively engage your customers.



Loyalty Management System
(iLoyal and iFly Loyalty)

IBS' loyalty management system is designed to empower you with tools to effectively pursue diverse loyalty proposition for airlines, hotels, rails, retail and cruise.

Mobile Engagement Solution

Mobile engagement solution is designed to simplify loyalty interactions and garner more responses from customers. It empowers you to connect with people on the move, at the right place and the right time with the right information.

Campaign Management System

Plan, review and run your campaigns for precisely targeted segments ensuring personalized communication and higher response rate. It also helps you to track and award customer response, execute beta simulations, do pre-launch budgeting and more.

Partner Integration Hub

A comprehensive solution for managing loyalty program partners from on-boarding partner to managing every aspect of partnerships.

Customer Engagement Suite
(Customer Store, Contact Centre Management, Gamification and Social Media Integration)

Customer Engagement Suite provides you with competitive advantage by seamlessly integrating information, people and processes which enables you to streamline all major areas of customer interactions.

Smart Analytics & BI

Get multidimensional business and customer insight through trend analysis and predictive analytical models. Customize dashboards for your business and scheduled dashboard reports for role based delivery right into mailbox.

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Transformational IT Solutions for Travel, Transportation and Logistics

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