

ascentis

Customer Relationship Management . Business Intelligence

More businesses, regardless of size, are leveraging on both Rewards Programs and Business Intelligence (BI) to carry out Precision Marketing

The Business Challenges

What makes one business successful while a similar one lesser? Why do customers gravitate towards certain stores and stay loyal to the business?

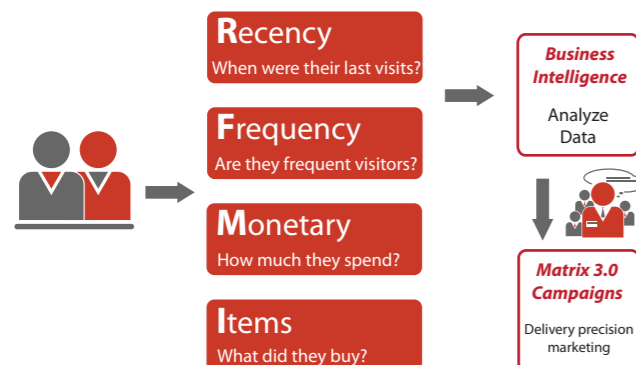
The challenges of attaining customer attention and retaining their loyalty have always been part of any business strategies to grow the business revenue and maintaining brand loyalty on a recurring basis. While branding creates a synchronized whole that is greater than the sum of its parts, customer segment specialization ensures that all parts of the whole are completely focused on knowing, understanding and meeting customers' needs. This is where technology plays a crucial role. The right technology can do a lot to help build long term relationship with customer, increase revenue and improve profitability by enhancing customer loyalty and retention.

With the right Reward Program for your business, it helps to build the bottom-line through customer understanding, intimacy and delivering on customer's needs. This is where intelligent technology steps in to build speedy yet exacting segmented profiles of customer sets. Businesses hence are able to drive the right messages to the targeted customers with more accuracy.

Ascentis Matrix 3.0 CRM

By uncovering why traditional Rewards Program practices are no longer sufficient for attracting and retaining customers, it is becoming increasingly evident that an intelligent Rewards Program is the only way to keep up with a rapidly changing and crowded business landscape. An effective Rewards Program draws in useful data from various touch points between businesses and consumers. These data are then translated and formatted into easy to interpret statistics. These reports provide Marketing and A&P stakeholders the necessary information to set up more effective campaigns which tailor various rewards to each customer profile.

Matrix 3.0 provides a seamless end to end and scalable solution for businesses to analyze data and manage customer relationships.



To begin the journey of implementing an intelligent Loyalty-CRM Program, a system that handles all facet of maintaining a Loyalty Program has to be set up. The system should have features supporting all major and mainstream communication tools (SMS, Email Direct Marketing, Letter Shopping), Campaign Manager to manage comprehensive rewards programs, seamless interface to essential touch points such as POS and analytics capabilities.



Matrix 3.0 CRM features

Precision Marketing

Precision Marketing - Driving continuous performance improvement through the use of personalization, segmentation, analytics, rules-based interactions, customer profitability scoring, decision-trees and/or closed-loop marketing planning and execution processes, drawing a quote from an article by Leslie Ament over on DM Review.

This growing marketing approach, not only does it include the use of business rules (including decision trees) and analytics, but it enables fine grained segmentation and deep personalization by moving from an environment where a single decision is taken about a campaign to one in which a decision is taken about how to interact with each customer. This focus on the automation and improvement of operational decisions is what an intelligent Loyalty Program will be offering.

Have you ever received frequent unsolicited email or sms advertisement which are of no interest to you and are becoming annoying? Similarly, if your customers are receiving such information from your business, they would feel the same way too.

Precision marketing focus on communication with your customers that is relevant to them. Simply illustrated, customers would like to receive information that is of interest to them. This means that your business have to accurately predict the needs of your customers. Precision marketing reduces costs of marketing and enhances customer loyalty. Such campaigns increase your margin because you are now focusing on delivering tailored agenda to your customers.

Real Time Marketing

One of the most effective methods of Precision Marketing is Real Time Marketing(RTM). Matrix RTM delivers rewards to customers at the point of purchase. In this process, the sales details are analyzed on the fly and the best matched campaign suitable for the customer is executed. Such campaign capitalizes on the fact that the customer is still within the store/location and can on the instant make a decision from the marketing information received for his or her next purchase. RTM delivers effective results on cross selling and up selling. E.g. Upsell a lip gloss to a customer who purchases a lip stick.



Intelligent Loyalty Program

An intelligent Loyalty Program will incorporate the 5 Ws; what, when, who, where and why behavior of a customer and translate it into suggestive marketing. Such analysis produces substantial suggestions on target markets, cross-selling, up-selling, campaigns, and appropriate channels for reaching customers, even automating these suggestion if the business so desires.

When all marketing decisions are taken and campaigns executed, an intelligent Loyalty Program will provide Performance Measurement to users by providing scoring for the respective campaign initiatives to track on their successes. Performance Dashboards or Scorecards with benchmarking inputted into the system could provide users with a view to the position of the business at any single point of time. Allowing and having data integration to other operation business system, Matrix Intelligence will provide the business a "single version of truth" as a single business unit.

As businesses struggle to differentiate themselves from their competition, truly understanding their customers, how to reach them is what that may separate successful business from those who neglect to invest in fostering relationships. The use of intelligent Loyalty Program simplifies the seemingly complex process of acquiring and making use of deep customer knowledge by automating tasks based on logic and analysis, thereby enriching the business connection to those most interested in its product.

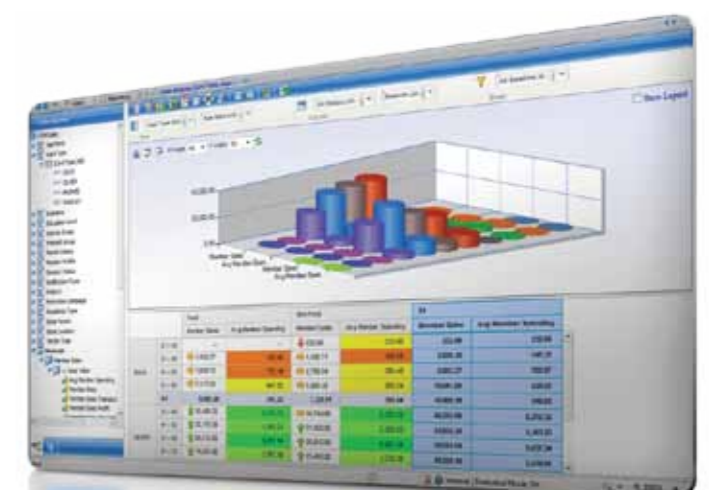
Technology can help brand and marketing managers become adept customer segment managers who will directly build profitable, long term relationships with customers in order to catalyze business growth.

About Ascentis

Ascentis Private Limited is a leading provider of CRM and Business Intelligence solutions with customers spanning from mid-size to large businesses in Asia.



Matrix Intelligence Dashboard



Matrix Intelligence Report

Matrix 3.0 and Matrix Intelligence are products of Ascentis Private Limited. For more information or enquiry on Matrix 3.0 and Matrix Intelligence, please email to sales@ascentis.com.sg or visit us at www.ascentis.com.sg