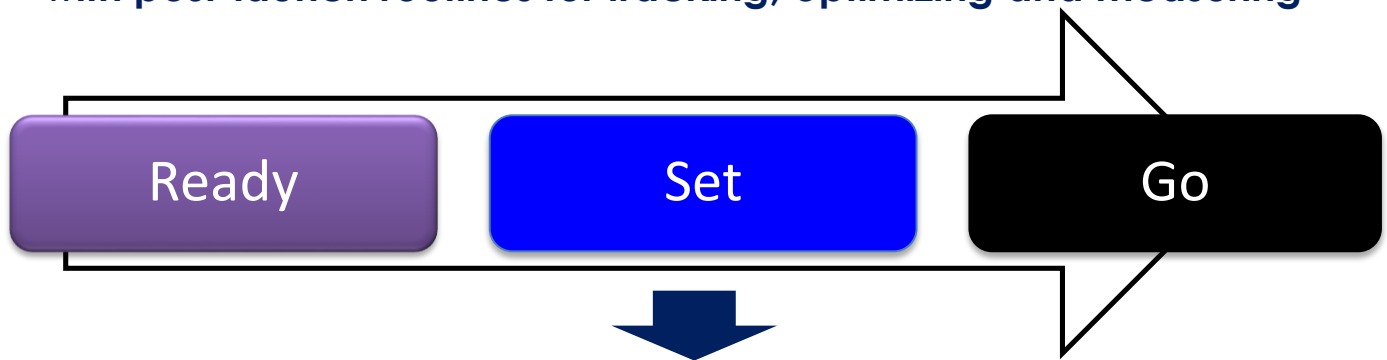# LOYALTY PROGRAM DESIGN

Blend Research and Analysis to Customize Your Program
with post-launch routines for tracking, optimizing and measuring

Ready **Set** **Go**

Customize Your Program

Analyze the behavior of your own customers, backed with financial validation

DESIGN **TEST** **LAUNCH**

Diagnose | Research | Size the Prize | Pilot | Roll-Out | Track

do-CRM®

DESIGN DOCUMENT

Gain insight about the composition, productivity and retention of your customers to configure base program features like thresholds, incentives and perks. Generate ideas and explore technical gaps. Narrow your design using quantitative research to understand how customers make trade-offs between competing alternatives. Conclude with a test plan for financial validation.

IMPACT ANALYSIS

Estimate the incremental revenue of your program under different preliminary performance scenarios. Proceed with one of several options for a true financial validation. Model ROI financials into the future before making a final decision for a full system roll-out.

ONGOING TRACKING

Track the health of your customers over time with nearly forty different vitals about the composition, productivity, retention and RFM behavior of your account base. Supplement your tracking facility with forecasts of account growth and other metrics by segment to facilitiate planning and program budgets. Wrap your program with individualized directives based on a routine and detailed perspective of each customer in a process we call do-CRM®.

mathnetix®
just in time **Customer Connections®**

Rhonda C Petty / Founder & Statistician   601-384-2488 / office & voice mail   rpetty@mathnetix.com