

# TCS Customer Intelligence & Insights™ for loyalty

Deliver hyper-personalized customer experiences  
that build emotional loyalty

**Digital Software & Solutions**



Today's connected consumers want brands to do more to earn their long-term loyalty. They want to feel understood and choose to do business with brands they trust and whose values align with their own.

Many brands, however, struggle to understand their customers and deliver relevant services, products, and experiences at the right time via customers' preferred channels. Some have made significant investments in loyalty systems that do not scale to meet today's needs.

To build deep customer engagement that leads to lasting loyalty, brands need to gain data-driven insights into customer behavior and interests to tailor experiences, offers, and information to an audience of one.

TCS Customer Intelligence & Insights™ is an intelligent loyalty management solution that focuses on delivering loyalty as an outcome. With its AI-driven customer analytics, real-time CDP software, and comprehensive loyalty management capability, it helps brands gain a deep understanding of their customers and build differentiated loyalty programs that lead to emotional loyalty and increased customer lifetime value (CLV). TCS Customer Intelligence & Insights integrates seamlessly with other third-party platforms, transforming them into intelligent loyalty solutions that deliver omnichannel, personalized experiences in real time.

## Overview

Customers need a reason to engage with your brand. They have almost limitless options and can easily find alternative products, services, and/or lower prices. They expect convenience, speed, and personalization and want customer experiences, products, and information that align with their values, needs, and life goals. Keeping them loyal by providing exemplary experiences across their lifetimes is an ever-growing challenge.

Many brands, however, either lack or have serious challenges integrating real-time data-driven, actionable insights to deliver loyalty experiences that meet customers' heightened expectations. Instead, they implement traditional transaction-centric loyalty programs that focus on points, coupons, and discounts that lack the breadth of engagement and emotional resonance needed to build lasting loyalty. Their loyalty management systems do not scale and are often de-coupled from the rest of their Mar-tech stack – making it difficult to deliver frictionless, personalized experience across all channels in real time and realize the expected value from their technology investments.

## Our Solution

TCS Customer Intelligence & Insights™ is an intelligent loyalty management, AI-driven customer analytics, and real-time CDP software solution that turns data into actionable insights, enabling you to deliver innovative, hyper-personalized loyalty programs and experiences.

TCS Customer Intelligence & Insights scalable, modular, and highly configurable AI-driven platform is designed to help you meet your loyalty goals today and into the future. It can complement your existing loyalty system by means of real-time APIs, transforming it into an analytics-driven, intelligent loyalty solution that delivers personalized, omnichannel experiences that drive loyalty as an emotion.

TCS Customer Intelligence & Insights offers loyalty program management, member management and services, event-driven offers, and micro-services to incorporate loyalty into customers' journeys. Its industry-specific, out-of-the-box use cases for retail, banking, and insurance speed time to value. And its developer-friendly, low-code, self-serve analytics platform accelerates complementary use case deployment.

### **Gain a single, 360° customer view**

With a CDP-driven single 360° customer view, you can deliver consistent, hyper-personalized experiences that make your customers feel understood and valued, and build emotional loyalty based on trust and shared values.

Leverage TCS Customer Intelligence & Insights AI-driven, real-time customer data platform (CDP) and customer analytics to collect, unify, and analyze multi-source customer data and make it available to other systems. Data sources include transactional and non-transactional information including demographics, preferences, behaviors, membership type, tiers, and segments for comprehensive customer profile management.

### **Build differentiated loyalty programs**

Increase member engagement with innovative, data-driven loyalty programs that go beyond transactional – and transaction-time centric – loyalty incentives to deliver personalized experiences that your customers cannot get from other brands. TCS Customer Intelligence & Insights loyalty management capabilities help you define and manage end-to-end loyalty programs: parent program, partners, club and child programs, tiering, enrollment schemes, currencies, rewards, offers, rules for rewarding customers, and membership management. TCS Customer Intelligence & Insights AI capabilities also further enable gamification, real-time contextual journey-led engagement, and hyper-personalization to drive loyalty as an outcome. And, with TCS Customer Intelligence & Insights reporting and dashboarding capabilities, you can monitor the performance of your initiatives and optimize loyalty programs over time to keep them relevant and poised for long-term success.

### **Optimize your technology investments**

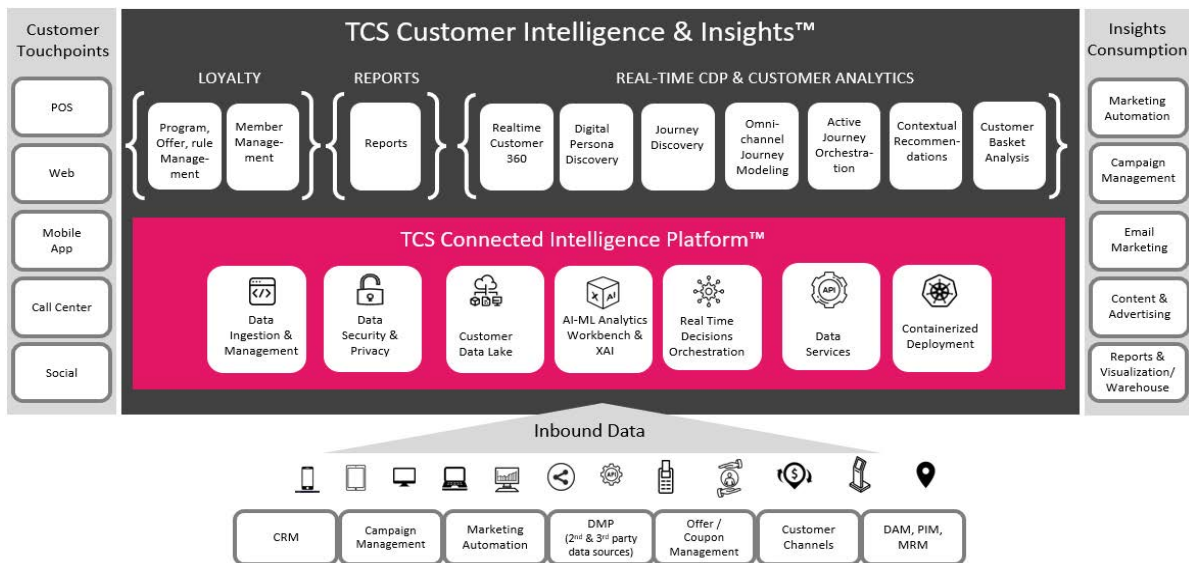
Complement your loyalty and Mar-tech investments with TCS Customer Intelligence & Insights. Built on an extensible, scalable, and configurable platform, TCS Customer Intelligence & Insights can be deployed on-premises or in the cloud based on your data security and compliance needs. Its agile, modular, and micro-services architecture complements and extends the value of your existing technology and data infrastructure investments. It enables you to accelerate time-to-market by plugging into your existing environment, activating pre-built industry specific analytics, and enabling



you to deliver frictionless hyper-personalized experiences across all channels. You can leverage TCS Customer Intelligence & Insights loyalty management capabilities such as complex reward rules, gamification, leader boards, experiential rewards, or many other use cases not addressed in your current ecosystem.

And, unlike other loyalty solutions, TCS Customer Intelligence & Insights leverages your data wherever it lives without the need for data duplication

# TCS Customer Intelligence & Insights functional architecture



## Features

### Real-time CDP

- Data privacy compliant CDP and data lake
- Customer profile unification - deterministic and probabilistic matching
- Real-time single customer view dashboard

### Customer Analytics

- Customer 360
- Customer persona discovery and segmentation
- Customer journey modeling, discovery, and active journey orchestration
- Real-time contextual next best action recommendations
- Reporting and dashboarding
- Customer sentiment analysis

### Loyalty Management

- Loyalty management programs, child programs, tiers, and schemes
- Event-driven offers and rules
- Rewards including point types, badges, coupons, experiential
- Hyper-personalized member experiences and rewards
- Gamification

# Benefits

- Increased loyalty, customer lifetime value (CLV), and wallet share with hyper-personalized customer experiences
- Increased loyalty program participation rates, brand advocacy, and redemption rates of existing loyalty programs without disrupting the existing technology landscape
- A contextual understanding of customer needs, preferences, and behaviors while adhering to data privacy requirements
- Optimized loyalty and Mar-tech stack to serve current and future loyalty management needs
- Data leveraged wherever it lives without the need for data duplication.

# The TCS Advantage

- Award-winning expertise: Our software has been created by industry experts who are actively and continuously scanning the global business horizon. Our industry specific development approach is complemented with the latest innovations from TCS' award-winning R&D efforts.
- Lower cost of ownership: We create modular and integrated solutions for solving the real-world problems our customers face. Our flexible platform architecture allows you to adopt what you need today and scale as your needs evolve - all with limited if any downtime.
- Simplified business and engagement models: We offer flexible business models that adapt to how you want to engage. We build our solution to enable rapid implementation that accelerates time to value.
- World-class innovation: Unencumbered by legacy code and requirements, we bring state-of-the-art open-source technology to our solutions that fits today's and tomorrow's requirements-such as artificial intelligence (AI), machine learning (ML), and intelligent workflows.



# Awards and accolades



## Contact

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## About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that has been partnering with many of the world's largest businesses in their transformation journeys for over 56 years. Its consulting-led, cognitive powered, portfolio of business, technology and engineering services and solutions is delivered through its unique Location Independent Agile™ delivery model, recognized as a benchmark of excellence in software development.

A part of the Tata group, India's largest multinational business group, TCS has over 601,000 of the world's best-trained consultants in 55 countries. The company generated consolidated revenues of US \$29 billion in the fiscal year ended March 31, 2024, and is listed on the BSE and the NSE in India. TCS' proactive stance on climate change and award-winning work with communities across the world have earned it a place in leading sustainability indices such as the MSCI Global Sustainability Index and the FTSE4Good Emerging Index.

For more information, visit [www.tcs.com](http://www.tcs.com) and follow TCS news [@TCS\\_News](https://twitter.com/TCS_News).

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