Prediction-Based Loyalty Management Solutions

LoyaltyStream increases profitability through more accurate prediction of customer behavior

Your competitors want your most profitable customers. They are spending millions of dollars right now figuring out how to take them away from you.

Which means you really have to know your customers if you hope to keep them. And not only know what they did in the past, but what they are likely to do in the future.

Today, you are probably attempting to understand your customers through traditional tools such as OLAP, statistical software and query & reporting tools. However, these approaches fall short when dealing with large databases and such complex issues as predicting customer behavior.

What are your customers going to do?

The rewards of correctly predicting customer behavior are enormous. Armed with this information, you can dramatically improve your company's ability to acquire and retain the right customers and cross sell products. All of which can mean greater customer loyalty and much greater profits. For example, in a typical bank, a 5% reduction in attrition for credit card users equates to bottom-line increase in profitability of 75%*!

Manage your customers instead of letting them manage you

LoyaltyStream from Thinking Machines can deliver to your whole organization the power of truly understanding and predicting your customers' behavior.

For the first time, you'll be able to look at the future profitability of current or potential customers as a basis for better decisions. You'll identify which customers will be profitable if you do the right things. You'll know what the right things are and when to do them. And you'll learn which customers will never be profitable.

You'll also be able to keep your good customers loyal while at the same time selling them more. And you'll create the proper product mix and pricing to make unprofitable customers profitable.

LoyaltyStream helps you

Improve Profitability
- Target interested and profitable prospects and say the right thing
- Identify cross/up-sell opportunities during each customer transaction
- Migrate appropriate customers to new products and cheaper channels

Promote Loyalty
- Develop profiles of loyal customers
- Proactively manage customers
- Identify likely defectors
- Identify win back candidates

Control Loss
- Identify creditworthy candidates
- Anticipate default early enough to intercede
- Detect fraud

Thinking Machines Corporation

*Source: The Loyalty Effect, Harvard Business School Press, 1996

LoyaltyStream is a complete solution of software, services and, especially, people. Our people are not only technically adept, but are well versed in your industry's specific business needs.

With LoyaltyStream, you can: understand, gather and clean your business data; build a data mining mart specific to the business problem you need to solve; use the mart to create the right predictive models; and deploy the models through your systems to the places where they will do the most good.

LoyaltyStream predictive models are the key to better customer management. They predict the outcome of an event or the behavior of a customer. For example, an attrition model addresses the question, "Which of my customers are likely to leave?"

The LoyaltyStream Solution
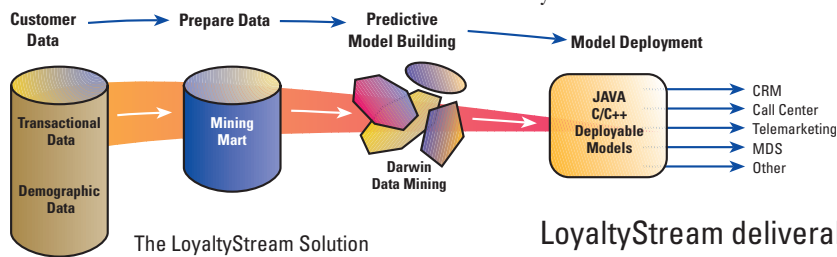
The entire LoyaltyStream Solution can be delivered by us on an outsource basis, or we can help you develop the capabilities to do it internally.

Get more value from your data warehouse

LoyaltyStream makes sense of all the customer data stored in your data warehouse. It will uncover patterns and relationships often hidden by the vastness of your data itself, as well as identify key data that may be missing. Your data warehouse will now yield information you can use to shape highly focused strategies.

Data warehouse not necessary

You don't need to have a data warehouse to reap benefits from LoyaltyStream. Even data that exists on a variety of legacy systems scattered through the enterprise can be very successfully transformed into actionable information by LoyaltyStream.

Deployment of results is crucial

LoyaltyStream is about more than creating predictions. It is also a means of letting you quickly integrate prediction models with reasons for prediction into existing systems and procedures. These actionable results can be deployed where and when you need them: Customer Relationship Management (CRM) systems, call centers, teller platforms, tele-marketing… wherever your people need to have the right answers to successfully anticipate customer needs.

What's more, the entire process can be adjusted to match the skill level of your users.

LoyaltyStream deliverables

We can install LoyaltyStream solutions to address any or all parts of your customer life-cycle needs including: customer acquisition and retention, cross-selling, and risk assessment. We'll provide all of the necessary consulting, project management and modeling to make the implementation and use of your LoyaltyStream solutions successful.

Plus, we can teach you how to get the most out of a prediction-enabled system in our LoyaltyStream Institute. We can also build you LoyaltyStream data marts for decision support as well as provide data warehouse advisory services… and much more.

LoyaltyStream can give you the answers in any one area or tie them together for a complete customer life-cycle solution.
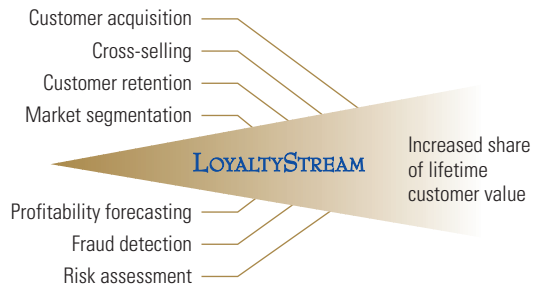
LoyaltyStream is driven by Darwin

LoyaltyStream is driven by Darwin, a set of powerful client/server, scalable data mining software tools. Darwin's multi-algorithmic approach, including neural networks, decision trees and memory-based reasoning, allows users to build the best predictive models for different customer loyalty opportunities.

LoyaltyStream requirements

A LoyaltyStream mining mart can be built on any SQL-based platform. The Darwin client runs on Windows95 or NT systems. The Darwin server runs on Sun, IBM or HP platforms. LoyaltyStream generates predictive models which can be integrated into any platform or application you want.

Thinking Machines Corporation

Thinking Machines is a leading provider of prediction-based management systems for organizations with large customer databases such as banks, telcos and financial services.

Call 800-677-1110 to learn more

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