



# ACTIONABLE ANALYTICS

## A Predictive Modeling Case Study

### WINNING MEANT WINNING BACK.

When a client was looking to drive more members to its loyalty program, they turned to a group that could transform information into insights—and win back their valued customers.

### THE CHALLENGE

- Increase adoption of their loyalty program
- Improve the win-back of members who hadn't used the loyalty program for more than six months

### THE OUTCOME

- Increased loyalty activations by **20%**, and annual transactions by **17%**
- The program generated a **profit of \$10 million—130% of the client's goal**
- The full solution improved sales results more than **25%** over the control group, and **19%** over the client's internal sales team





## THE CHALLENGE

### Drive Loyalty.

So here's what happened. A major car rental client had in place a member loyalty program for Small/Medium Business (SMB) accounts. The client sought to increase adoption of the loyalty program, and to improve the win-back of members who hadn't used the loyalty program for more than six months. Enter Alorica. Cue the music.

## THE SOLUTION

### A Successful Three-Step Approach.

- **Phase 1** utilized our data scientists from the Center of Analytical Excellence (CAE) to build an effective sales coverage plan and digital sales strategy. A resulting welcome program (Scoring Model), comprised of targeted acquisitions and customer prospect/profiling, was thusly launched.
- **Phase 2** implemented said Scoring Model (built by those alluring data scientists of ours) to win-back current loyalty program members.
- **Phase 3** saw Alorica providing full account management of the client's loyalty program accounts with a focus on maintaining and increasing the client's profitability. Meanwhile, a sales CRM system and digital sales strategy intelligently evaluated existing customer accounts using predictive analytics. And our CAE came through in the clutch, delivering actionable insights and a comprehensive view of the end customer, resulting in an optimal contact strategy, increased positive customer experiences and higher revenues.

## THE OUTCOME

### Numbers Don't Lie. Especially Numbers This Good.

The revised Welcome Program increased loyalty activations by 20%, and annual transactions by 17%. Meanwhile, the win-back program increased usage by 37%, generating a profit of \$10 million -130% of the client's goal. And to top it off, the full account management and analytical solution improved sales results more than 25% over the control group, and 19% over the client's internal inside sales team. Turns out, when you don't do everything by the numbers, you end up with some pretty good numbers.



### ABOUT THE CENTER OF ANALYTICAL EXCELLENCE

Alorica's Center of Analytical Excellence is a dedicated team, based domestically and in the Philippines, that works as consultants for process optimization internally and for our clients. Using statistical algorithms, the team focuses on data mining, predictive modeling, operations research and advanced analytics. The CAE is driven to provide innovative, actionable and forward-thinking solutions, and has over 10 years of experience in the communications, finance, healthcare, government, education and retail industries. Learn more about the CAE and how our analytical solutions can go to work for you at [alorica.com](http://alorica.com).