



Creating a competitive edge

How to build customer loyalty that's the envy of your industry





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Unlocking the Analyst Journey within Loyalty Analytics



Seek Data | Who We Are



At Seek Data, we come from a deep background in the Marketing Personalization & Analytics space with a client list that includes many of the world's largest brands. We've built solutions to drive our own businesses, as well as served as strategic advisors for many organizations charged with Digital Transformation initiatives. We specialize in designing & implementing high-impact, industry-leading Marketing Personalization & Loyalty platforms (+ more) that transform the way in which organizations interact with their customers & members.

Our expertise blends deep domain expertise with a keen knack for technology, creating an unparalleled advantage for our clients that connects each technology solution directly to a business outcome, resulting in millions in incremental revenue.



As a leading analytics consultancy, we've built strategic partnerships with many of the leading tools, technologies, and data providers in the market. Our goal is to create a competitive advantage for our clients by providing strategic relationships with the data & technology providers they need to drive accelerated growth. At Seek Data, our goal is to drive immediate revenue gains and ROI, while inspiring & upskilling your analysts for the long term.

Our top priority is building a sustainable analytics capability within your organization that will pay dividends for years to come, but that doesn't mean you need to wait for ROI.

As experts in this space, we come equipped with pre-built accelerators and solutions that will set you apart from the competition and inspire your analysts to dive deeper into analytics from day one.



Let's talk about snowstorms...







But I live in Nashville...





Consumer journeys have evolved...



10 Years Ago...

- Search for Brick & Mortar stores that sell snowpants
- Drive to the store
- Navigate the crowd trying to find snowpants too
- Hope they have something in stock (regardless of the brand/quality)
- Hope they have my size
- Leave disappointed



Today...

- 7,000 Results
- FREE same-day shipping
- Trusted Expert Reviews
- Top Quality snowpants delivered same-day and in time for the snow

Analyst journeys have evolved too...

The legacy journey... (still in many orgs today)

LIMITED DATA	DASHBOARDS FOR THE AVERAGES	MANY ANALYSTS, ONE JOURNEY	NEW REQUESTS, LONG DELIVERY
Limited data due to inefficient data ingestion & transfer processes	Dashboards tailored to the average, with Weekly or Monthly refreshes	Despite differences in roles, questions, and business needs analysts are forced to follow the same analytics journey that serves the mass	New requests lead to new formal projects, long delivery timelines, and lack of instant insight & scale



Analyst journeys have evolved too...





The success of any loyalty program is highly driven by an organization's ability to clearly unify, enrich, and understand their customers at scale....

... and understanding your customers at scale requires a 360-degree view of your customers...

... right?



Another analogy – let's look at a House 360°



Role: Buyer Questions:

-) Does this house fit my lifestyle?
- Is this house close to work?
- Does this house fit my family?
- How are the schools?







- Role: Inspector Questions:
- 1) Is the house up to code?
 - Does the house have any structural problems?
- 3) Does the house have any red flags from original construction?
- 4) Has the house been well maintained?



Role: Investor Questions:

- Is this house well built?
- 2) Is this in a growing area?
- 3) What types of rentals can I generate?
 - Is this house close to area attractions?

A single analyst journey negates a House 360°



Role: Buyer

Questions:

- Does this house fit my lifestyle?
- Is this house close to work?
- Does this house fit my family?
- How are the schools?





Role: Realto

Questions:

- 1) Is the price right
- 2) Where are the closest comps
- B) Does this property fit <u>all of</u> my buyer's wants and needs?
- 4) Are there other similar houses on the market?



Role: Inspector Questions:

-) Is the house up to code?
-) Does the house have any structural problems?
-) Does the house have any red flags from original construction?
- Has the house been well maintained?



Role: Investor Questions:

- 1) Is this house well built?
- 2) Is this in a growing area?
- 3) What types of rentals can I generate?
-) Is this house close to area attractions?

Analyst journeys are critical to customer & loyalty success...



Role: Marketing Analyst Questions:

-) How are customers responding to campaigns throughout the week?
- 2) Which campaigns get the most engagement?
- 3) Are our direct mail programs seeing declining engagement?
- 4) Which channels generate the most top of funnel leads?



- When customers buy Category A, how many buy Category B as well?
- 2) Where should I put Product C in the store based on basket affinities?
 - How often are customers coming in for stock-up vs fill-in trips?



Role: Customer Service Analyst Questions:

- What segments of customers are calling into the call center the most?
- 2) How do we delight customers with relevant rewards or incentives when they have issues?
- 3) What types of other products are these types of customers buying?

Role: Digital Analyst Questions:

- For Segment A customers, how often are they engaging on digital/social media?
- 2) What other types of digital media are Segment B customers consuming, and how do we make our messaging most relevant?
- 3) Am I getting the expected ROI from digital ad spend?



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How cloud-enabled analytics drives Loyalty success

Across-the-Box Loyalty Segmentation

Consumer Segmentation is key to understanding your loyalty members, but is typically generated at a generic, high level with limited actionability.

By leveraging the scalability of the cloud, innovative 1st and 3rd party data, and a new approach to segmentation, your organization can drive millions in increased annual revenue through higher conversion across channels, driven by more targeted consumer & shopper segmentation.

Proactively Grow Loyalty Membership

Every organization's goal is to grow loyalty membership – the more customers you have within a program, the deeper you'll be able to understand your customer base... assuming you have a scalable analytics technology to support your growing organizational desire for data.

Equipping your organization with the right access to data, tools, and capabilities to proactively find insights in seconds or minutes will lead to your employees finding creative & innovative ways to engage with your customers across all aspects of the business, leading to larger enrollment, deeper engagement, and a flywheel of customer insights to power your next wave of data-driven growth!

Drive Revenue through Highest Value Tiers

We all know the 80/20 rule. Now it's time to put it to work!

By leveraging new loyalty analytics capabilities such as models like Customer Lifecycle, RFM, Customer Value Tiering, etc, your business can completely revolutionize the way you prioritize marketing spend.

By identifying & focusing on driving additional engagement & growth from your mid to high value customers, you can capitalize on brand equity to increase trips, basket size, and annual spend of your most loyal customers, while migrating customers up the value chain each and every day.





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FIS DIGITAL VISION



Build Customer Relationships



Trust Makes all the Difference



Experiences Must be Effortless

Dashboard Insanity

The infinite loop – Not Effortless





Maintain existing Operational Reports

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DATA DONE DIFFERENTLY

FIS & ThoughtSpot: An Effortless Data Experience

Natural Language Data Queries

Allow users to find the data that's valuable to them, not a pre-determined set of reports that can't be adjusted

Refreshed Reports on Demand

Previous searches become a frame-work (like DNA) that can be enhanced for other needs or more detailed reports

Additional FIS data sources

Combine data channels; Online account opening, D1 Flex, Financial Wellness and more provide a more robust Data Experience

Shareable Reporting Features

Report views can be shared easily with other uses and easily re-adjusted or filtered for each users' unique need

AUTOMATING INSIGHTS



The Anatomy of a Promotion

How campaigns are created



Campaign Manager – Installing a Promotion

Create Usage/Activity Promotion	reate Usage/Activity Promotion		
		Create Usage/Activity Promotion	
what type of promotion do you war Usage/Activity		Do you need marketing materials for	Create Usage/Activity Promotion
Daily	Please specify promotion rela	• YES NO	
Promotion Name 04-01-2021 Usage/Activity Standard Bonus Point 04-01-2021 Promotion Description What is the standard Bonus Point Payout daily to cardholders who use their car 12-31-2021	What is the promotion end dat	behalf?	Please specify promotion related dates?
	What is the promotion scoring 04-01-2021	✓ Email✓ Website banner	What is the promotion start date? 04-01-2021
 Direct Mailes Social Media In-branch ma 	What is the promotion scoring	 Direct Mailed Social Media In-branch materials 	What is the promotion end date? 12-31-2021
-		_	What is the promotion scoring start date? 04-01-2021
		What is the promotion sco 11-17-2021	What is the promotion scoring end date?
Ëis			Both Signature and PIN

SHAREABLE REPORTING



Like Beer Snakes at Wrigley

Shared Reports allow users to continually expand & improve your pinboards & reports



In search of the Northwest Passage



Change conditions requires a change in tools.

NOT YOUR GRANDFATHER'S DATA



Charts and Reports Epson Dot Matrix printers printed lots of reports





Eyecharts & Pinwheels

Not effortless







Capacity II

% of Total Sales per Product



Staying Power

Products become obsolete for a reason WHY ATARI

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"Eight? It seats eight adults?" In a day when the term "full size" often doesn't quite In a day when the term 'full size' often doesn't quite live up to its meaning, the 1988 Safari Wagon does. It is full tive up to as meaning, the 1968 Salari wagon does. If is this size, Big enough to seat eight adults, With over 87 cubic feet size orgenous with the rear seat folded down. And it comes or cargo space with the rear sear totaed down, which is comes with the V8 muscle and 4-speed automatic transmission needed You see, "performance" can be defined many ways. In

1988

the case of the Safari Wagon, it means a wagon that really is a wagon. One with all the functionality you'd expect in a wagon with all the functionality you'd expect in a wagon. wagon, one with an the tunctontainty your expect the wagon. Yet one that doesn't skimp on your creature conforts either and the state of the state o ter one mat usesn't skimp on your creature contrors entrer. And the Safari Wagon doesn't. With its finely detailed interior, And the satari wagon doesn't, with its innery detaned interior, it is one Pontiac road car in which you can haul either cargo

SAFARI WAGON

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"In the algorithmic age, every leader must be ready to re-invent themselves."

Tomorrow's leaders will make better decisions—not from experience, charisma or intuition, but through their ability to integrate real-time data into their thinking.

- Mike Walsh- Futurist, Author, Global Nomad @MikeWalsh



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