



# LOYALTY ANALYTICS ACCELERATORS

Build innovation into your loyalty program with a suite of outcome-accelerating analytics.

## About PK Integrated Loyalty Solutions

As a Forrester recognized leader in loyalty services, we help the world's best-known brands deepen their connection with billions of customers, partners, and employees around the globe. Our solutions range from individual programs to holistic brand strategies, helping companies develop customer-centric capabilities that propel transformation and enhance behavioral and emotional loyalty to:

- Improve customer-centric governance, organization, and culture
- Drive customer-focused business model innovation
- Develop and embed rich customer intelligence
- Build and refine a customer engagement flywheel
- Deliver omnichannel personalization and relevance
- Evolve and enrich CX using human-centered design

## Accelerating Outcomes

Putting customers at the center of your business requires an organizational shift in focus. To champion your most valuable customers, you must craft outcomes that surpass their expectations. This never happens overnight, and the challenge of becoming customer-centric can feel insurmountable.

While the pace of change may be increasing, PK can help you realize the change you're seeking by building a loyalty program that gets to know your most valuable customers and supports their evolving needs across the business.

With our proven history of building leading loyalty strategies, we have unmatched acceleration solutions for brands who are struggling to bring their measurement plan to life and want to deepen their understanding of how their members' expectations are changing.

### Dashboard Accelerator

Our solutions support your team with a proprietary loyalty dashboard suite that translates a measurement framework into a visual language that unpacks user-friendly insights. When built with outcomes in mind, dashboards will reveal deeper questions that require adept methodologies like data science analyses.

### Data Science Accelerator

Dashboards are a start but without actionable insights, they're nothing more than charts and graphs. PK offers behavioral analysis methodologies that can unpack the why behind data visualizations and steer strategic shifts from minor onboarding changes to broader program evolution.

### End-to-End Services

Our package of solutions and methodologies harness PK's end-to-end expertise. From toolkits to efficiently solve your business' urgent needs to financial forecast models, to an insights team that can unravel complex problems, PK has the tools, altitude, and precision to accelerate outcomes for the long-term health of your customer relationships.

EXPERIENCE