

FUTURE GROUP IMPROVED CUSTOMER ENGAGEMENT THROUGH SINGLE VIEW OF CUSTOMER



Challenges

1. Multiple loyalty programs with different membership IDs and no integration for a customer or household
2. Inconsistent marketing messages due to broken view of customers and households
3. Data scattered across multiple source systems and loyalty programs

Solution

- Single view of the household basis loyalty programs and phone number
- De-duplication and data harmonization for consistent outreach and to optimize marketing costs
- Segmentation based on purchase patterns and identification of top customers with high lifetime value
- Personalized campaign strategy to improve spend and visit frequency

AWS Services Used

- Amazon EC2 • Amazon S3 • Amazon CloudFront • Amazon RDS • Amazon DynamoDB
- Amazon EMR • Amazon Redshift • Amazon Kinesis • Athena • Spectrum • Glue • Lambda
- AWS VPC • AWS ELB • AWS API gateway

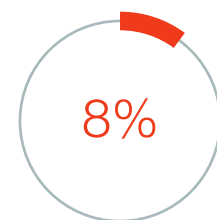
Outcomes Delivered



Migration of customers from low value to higher value segments



Same store growth



Reduction in customer churn through personalized offers



ABOUT US

Manthan is a leading cloud analytics company that has pioneered analytical applications for consumer-facing businesses. We excel in the application of decision sciences, advanced math, and artificial intelligence and have a restless ability to invent and bring ideas to life. Headquartered in Bangalore with offices in Santa Clara, London, Dubai, Mexico City, Singapore and Manila, Manthan's current client footprint spans 22 countries. Leading investment firms like Norwest Venture Partners, Temasek Holdings, and Eight Roads (Fidelity International Limited) feature on Manthan's board. **For more information, go to www.manthan.com**