Loyalty

Customer loyalty campaigns that engage and sound great.

The loyalty solution to achieve business goals.

Syntphony Loyalty, a centralized SaaS cloud platform, integrates all loyalty solutions to influence customer behavior. Surprising them with an innovative, useful, and personalized user experience. It incorporates collaborative elements, social networks, and gamification for diverse experiences, powered by a robust promotional engine.

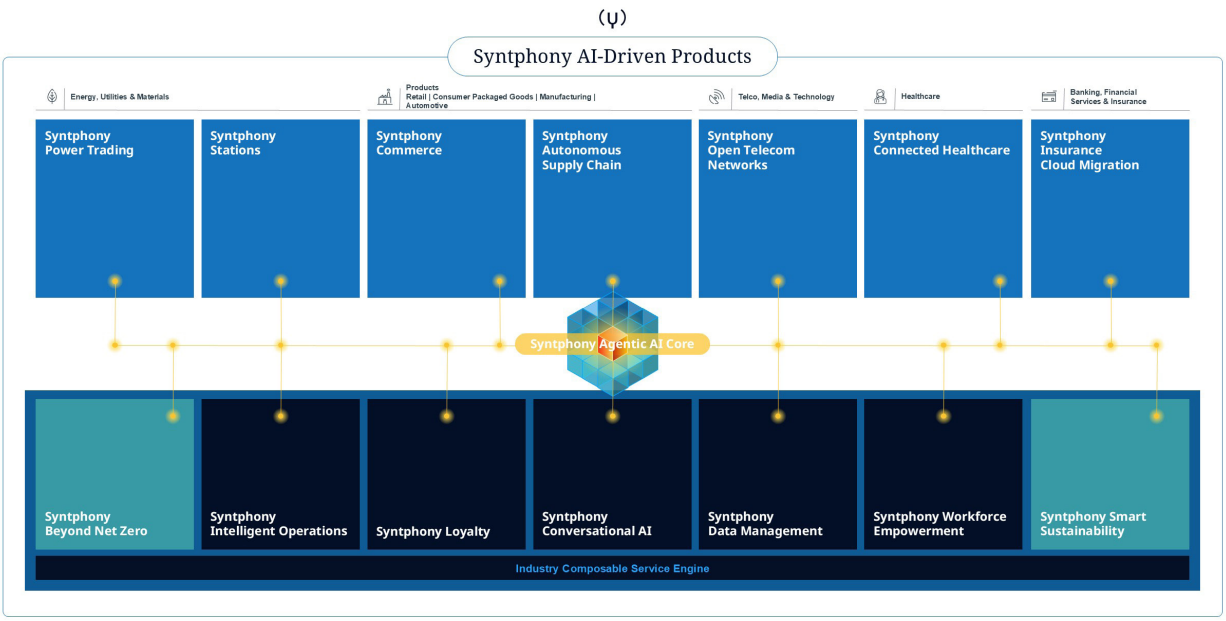
Why syntphony ?

We develop products and solutions that are in tune with businesses

Syntphony is the composable platform of digital products and solutions from NTT DATA, created to help global organizations accelerate innovation, align business strategy with technology, and scale transformation initiatives with speed and efficiency.

Designed for enterprises that demand flexibility, modularity and integration, Syntphony offers a portfolio of ready-to-deploy, enterprise-grade digital products developed by NTT DATA's global talent network. By combining business consulting expertise, proprietary technologies and industry knowledge, the Syntphony ecosystem multiplies the value for clients, reducing time to market and unlocking synergies across multiple domains.

Syntphony is the AI-driven composable platform of NTT DATA, enabling clients to orchestrate scalable, resilient, and future-ready business solutions.



The Challenge of Engaging Customers

Companies spend a lot of money trying to engage customers and at the same time achieve their goals.

Effective customer loyalty is a challenge amidst the saturation of loyalty programmes and fierce market competition. Syntphony Loyalty helps companies achieve their goals and improve customer engagement effectively. Generating a sale with a new customer costs 6 to 8 times more than with a repeat customer, while our loyalty programmes can increase annual revenue by 15% to 25%. Leveraging reward theory, we influence customer behaviour beyond card usage by encouraging increased spending, new channel usage, cross-product consumption, customer referrals and social media posting.

Syntphony Loyalty offers an end-to-end solution with a multi-program platform that allows you to maintain multiple concurrent loyalty programmes with their own rules and members, including partner alliance management. Our solution offers users personalised experiences and direct benefits, enhancing reputation and convenience, while retailers benefit from local autonomy, differentiation, cost savings, profitability, management simplicity, flexibility and superior customer service.

*Global Image Recognition In Consumer Packaged Goods Market. 2023 to 2030. Data Bridge Market Research, 2023.

Syntphony Loyalty is a centralized SaaS cloud platform that integrates end-to-end loyalty solutions to achieve business goals by influencing customer behavior and surprising them with an innovative, useful and personalized user experience.

A solution that also incorporates collaborative elements, social networks or gamification to offer different experiences, through a robust promotional engine. We offer a wide catalog of loyalty modules fully adaptable to the needs of all types of customers and businesses, from large retailers or corporations to small businesses. Thanks to the great flexibility of the Syntphony composable platform, the efficiency in time to market and the ease of implementation, Syntphony Loyalty offers a differential customer experience, minimizing the impact on the infrastructure and simplifying the adoption of new solutions or channels, to ensure security, scalability and resilience.

Syntphony Loyalty is the centralized SaaS cloud platform that integrates all loyalty solutions to achieve business objectives by influencing customer behavior and surprising them with an innovative, useful and personalized user experience.

A solution that also includes collaborative elements, social networks and gamification to offer different experiences.

Our loyalty solutions help increase transparency and simplify revenue and spending mechanisms through a robust promotional engine. Our Syntphony loyalty solution currently consists of a set of functional modules that have been developed over more than 15 years of experience in collaboration with our customers.

Syntphony Digital Commerce's wide range of solutions covers the entire end-to-end cycle of a business's processes, from customer acquisition and loyalty with Syntphony Loyalty to the sales process and its corresponding payment with Syntphony Sales and Syntphony Payments.

In this way, any business has the possibility of combining and activating any of the available modules according to its needs. We help generate customer loyalty with Syntphony Loyalty by creating customer acquisition and retention campaigns, use of coupons, gamification, points programs, etc.

All modules available in Syntphony Loyalty integrate with each other and with other solutions in the Syntphony ecosystem, in addition to facilitating integration with any third-party system, providing rapid time-to-market and cost efficiency.

Experience the evolution of your customer loyalty as your business advances, driven by innovation and personalized experiences.

The Platform that Turns Customers into Brand Advocates

Syntphony Loyalty maximizes synergy between people, processes and technology, strategically positioning them to optimize business results. With over 50 diverse clients spanning diverse sectors including banking, telecommunications and insurance, Syntphony Digital Commerce is the cornerstone SaaS platform for automating and optimizing business sales, payment and loyalty processes. It has a worldwide global deployment with more than 30 international retail companies taking advantage of the powerful features of Syntphony Loyalty. Deployed in more than 22 countries, our platform currently drives the performance of more than 10 million loyalty cards and more than 2 million transactions per day in 200,000 retail stores worldwide. In particular, it saves more than 1.5 million hours a year by eliminating repetitive human work.

Syntphony Loyalty is distinguished by its cloud-native architecture, modular suite, and comprehensive API. A scalable solution with massive deployment capabilities that allows companies to offer real-time marketing, gamification and multiple loyalty programs, all perfectly integrated with sales and payments. With Syntphony Loyalty you add all the power of a great product and the potential of NTT DATA's consulting service for unparalleled efficiency and transformative results.

Funcionalities

With our multitenance architecture, clients can effortlessly monitor, deploy, and secure multiple station sites remotely, ensuring scalability without limits.

Solution Core

At the heart of Syntphony lies the Solution Core, a powerful PaaS Enabler that seamlessly integrates and orchestrates diverse solutions, modules, and third-party software.

Functionalities: Syntphony Loyalty uses the infrastructure and platform to develop and market solutions and modules to be launched. It has a global administration system

- Security: Ensure robust protection with PCI & non-PCI audits and advanced tokenization.
- Provisioning: Simplify deployment, administration and monitoring user management for solutions and devices.
- Access: Manage access seamlessly with multitenance SSO, authentication, and federated services.
- Business: Drive insights with advanced analytics, pay-per-use monitoring, invoicing, and comprehensive cataloging.
- Integration: Seamlessly integrate with our orchestrator, API manager, Queue Manager, M2M, and IoT solutions.

Flexible and Adaptable: Syntphony Loyalty boasts a robust rule engine designed to seamlessly integrate with external events. Beyond conventional payment transactions, a myriad of triggers, such as app downloads, website updates, or social media interactions, can activate loyalty actions. Customizable fields and equivalences empower businesses to tailor rules to their unique needs. Moreover, our solution facilitates event-driven actions for external systems, enabling functionalities like push notifications to apps. Key entities managed by our Loyalty solution include customers, contracts, cards, partner hierarchies, transaction data, and system-generated data.

Rules Configuration: Syntphony Loyalty houses a robust rule engine, enabling seamless integration with external events. Empowering your business management team, our web application facilitates easy rule configuration based on a variety of parameters, including event attributes, customer behavior, and place attributes. Define your objectives clearly and execute them effortlessly with our intuitive interface.

Configuration Type: Choose from a diverse range of configuration types to suit your specific requirements:

- Points: Accumulative benefits with customizable expiration policies.
- Currency: Link benefits to a currency for non-expiring rewards.
- Coupon: Trace individual benefits with precision.
- Customized: Tailor benefits with additional properties, such as discounts, for enhanced personalization and engagement.

Integration Mechanisms: Seamlessly integrate with your existing infrastructure through two integration mechanisms:

- Online: Leverage APIs for near-real-time processing, ensuring swift and efficient transactions.
- Batch Process: Manage input and output files effortlessly for batch processing, streamlining operations and maximizing efficiency.

Multi-Program Management

Syntphony Loyalty provides seamless management of multiple loyalty programs in parallel. Whether you're running a single loyalty program or orchestrating a symphony of loyalty initiatives, our platform adapts to your needs effortlessly. With an intuitive web console at your fingertips, program management becomes a breeze and allows you to navigate through various programs with ease. Create custom loyalty programs with a variety of behavioral rules, leveraging multiple criteria to drive targeted engagement:

- **Products:** Define rules based on the products members use for transactions, covering utility payments, credit/debit card transactions, mobile transactions, and card reloads.
- **Member Attributes:** Segment your audience based on age demographic (children, youth, adults), customer segmentation (VIP, standard), or profession (students, military, doctors), ensuring personalized interactions.
- **Partners:** Implement rules based on event locations, leveraging the power of partnerships to improve engagement opportunities.
- **Mixed criteria:** Combine multiple criteria to create custom rules tailored to your specific requirements, driving dynamic and impactful loyalty programs.

Loyalty Rules Engine

Explore the dynamic capabilities of our Loyalty Rules Engine module, designed to manage the way you interact with your customers. With a comprehensive feature set, this module allows you to create and implement custom loyalty programs that resonate with your audience.

- **Events:** From purchases to web browsing, registrations and social media interactions, our platform tracks a wide range of events to capture every point of interaction with your brand.
- **Rules:** Create custom rules based on various criteria, including customer attributes such as age and gender, customer profiles, purchase frequency, geolocation, and specific dates.
- **Actions:** Drive meaningful engagement with a host of action options, including targeted communications, access privileges, and various benefits like points, miles, coupons, rebates, and discounts. With our platform, you can seamlessly reward your customers for their loyalty and incentivize desired behaviors effectively.

Modules

Experience unparalleled results with our cloud-based Syntphony Loyalty modules, meticulously crafted to drive optimal performance and exceed your business objectives. Seamlessly integrating cutting-edge technology with intuitive design, our platform delivers a superior user experience while minimizing technological complexities.

Partners

Empower your loyalty programs with our versatile Partners module, designed to reward members for their engagement with your brand. From earning points through partner activities to redeeming rewards for products and services, Syntphony Loyalty streamlines collaboration with external companies, making cross-program sharing effortless.

- **Dual Role Capability:** Partners can seamlessly participate in loyalty programs either by providing benefits to members or by offering products and services for point redemption.
- **Hierarchical Management:** define partner hierarchies with up to three levels (Groups, Chains, Shops) for streamlined program management and promotional activities.
- **Private Portal Access:** Points for the customer are to be charged in each account according to the file to be received from each partner.
- **Enhanced Functionality:** Partners have a private portal where they can manage all the campaign offers and coupons associated with their businesses. They will also have access to dashboards and KPIs on their portal. These functionalities can also be provided through integration APIs.
- **Loyalty Promotor:** we consider partners to companies that can work with the Loyalty promotor.
    - Location Hierarchy: define location hierarchies for each partner, from Groups to Chains to individual Shops. This hierarchy serves as the backbone for specific accrual rules and promotional activities, ensuring a tailored approach to program management.
    - Tailored Activities: define specific activities for each partner to incentivize member engagement. Whether it's downloading a partner app or completing a purchase, our platform empowers partners to drive desired behaviors and reward members accordingly.
    - Seamless Integration: integrate seamlessly with external modules for Earning and Redemption tables, simplifying the process of defining accrual rules and calculating prices. Our APIs enable both online and batch processes, ensuring flexibility and scalability.
    - Real-Time Processing: Syntphony Loyalty's platform processes partner activities in real time, ensuring that all benefits are immediately reflected for members. From redemptions to enrollments, partners can rest assured that their efforts are making a tangible impact.
    - Private Portal Access: Partners gain access to a private portal where they can manage campaign offers, coupons, and performance metrics. With dashboards and KPIs at their fingertips, partners can track progress and optimize strategies for maximum impact.

Gamification

Involve and delight your customers with our Gamification module, establishing challenges, rankings, personalized goals, medals, rewards to share on social networks, statuses and goals achieved. By incorporating game mechanics into your loyalty strategy, we help you create user experiences that resonate with your audience based on your business strategy.

Loyalty Promotion: this engine powers portals, wallets and other channels, in order to build an effective gamification system in which both customers and merchants participate adapted to commercial objectives. Thanks to the loyalty engine, which allow us to generate rules that respond to events or customer's interactions, it is possible to develop new user experiences.

Dynamic Campaigns: develop linked campaigns with clear objectives, allowing members to choose between different paths to achieve rewards and encouraging deeper engagement with your brand.

Loyalty Promoting: Syntphony Loyalty Gamification features:

- **Fostering Competition:** encourage healthy competition among members by setting clear goals and offering rewards for referrals. Create excitement with group-based promotions to offer special promotions and dynamic ranking systems that keep participants motivated and engaged.
- **Recognition and Rewards:** celebrate member achievements with badges for completed goals, new rewards based on badges and new goals based on badges.
- **Promoting Communication and Publicity:** amplify program visibility and engagement by rewarding social media shares. Whether it's sharing redemptions, balances, or promotion rankings, our platform drives organic publicity and fosters community engagement.
- **Innovative Promotions:** take promotions to the next level by generating linked campaigns that offer clear objectives based on the fulfilment of previous campaigns to generate different options to obtain the final rewards where the member must choose and is the main actor. Engage members with interactive experiences and exciting lottery-style promotions that will keep them coming back for more.

Real-Time Marketing

Leverage our Real-Time Marketing module to define earning rules and segmented promotions based on dynamic variables, ensuring personalized and timely engagement with your audience. The use of game mechanics in a non-game context to engage users. We help encourage customer behaviors based on business merchant strategy. With our robust campaign engine, you can respond swiftly to customer behavior and drive impactful interactions.

Static and dynamic segmentation: Segment members based on static and dynamic variables such as frequency or amount spent in a period, allowing for personalized campaigns tailored to individual preferences and behaviors or campaigns that can be run on a defined group. Customer demographics can be uploaded via file.

Benefits over time: The campaign engine allows the accumulation of benefits in real time over a period of time based on the behavior and/or profile of a specific customer. New custom activities and new fields can be added on standard entities (without development) and are automatically available in the rules engine.

Flexible and transparent rules engine: Define rules based on customer attributes, events, partners, and georeferenced criteria to deliver targeted promotions and rewards in real time. Our loyalty solutions help increase the transparency and simplification of earning and spending mechanisms through a robust promotional engine that allows you to define earning rules and segmented promotions based on multiple variables.

Real-Time Features: Syntphony Loyalty equips businesses with dynamic capabilities to engage customers in real time, generating meaningful interactions and lasting loyalty.

- Loyalty Rules: Some examples among the many possibilities available:
  - Customized Segmentation: Based on external segmentation data to target specific customer groups.
  - Temporal flexibility: rules based on date, time or day of the week to optimize participation
  - Customer-centric approach: based on customer attributes, levels and balances to anticipate their needs and offer relevant rewards and incentives.
  - Card Integration: Take advantage of card expiration dates to drive engagement.
  - Typologies of events: from rules based on the use of social networks, use of commercial applications, purchases and others to rules based on frequency or sum of purchases in a given period.
  - Collaboration with partners: to improve the effectiveness of your loyalty programs.
  - Georeferenced rules: in a place, at a time and to specific people.
- Loyalty Events: The benefits accrual during a period of time based on a specific customer behavior and/or events:
  - Behavioral information: events linked to the customer, their attributes, segments and balances. Allows behavioral purchasing or any other interaction. Also frequency events, or in case of purchases for accumulated amounts.
  - Omnichannel Engagement: Engage with customers across multiple channels, from mobile apps to web portals and point-of-sale systems.
  - Custom goals: based on your unique preferences and behaviors.
  - Events in merchants and partners: Events that occurred about merchants or partners.
  - Events in time: When the event occurred, dates, day of the week, time slot.
  - Selected Members: Specific collections of members or merchants.
- Loyalty Actions: When the rules are meet for an activity the following actions can be thrown:
  - Flexible Benefits: from fixed rewards to percentage incentives and purchase amount multipliers (double your standard benefits).
  - Communication Capabilities: Engage customers with targeted communication messages generated by our platform. Whether it's notifying customers about new offers or sending personalized.
  - Coupon Offers: Deliver coupons to customers via classic redemption methods or card-linked offers. Our platform handles the entire coupon lifecycle, from generation to redemption, ensuring a frictionless experience for customers.
  - Control of actions: Status and objectives achieved (levels).

Pay with Points

Transform the customer experience with our Pay with Points module, enabling seamless point redemption at any merchant or partner location. By offering flexibility and convenience, our platform enhances the perceived value of your loyalty program and drives customer acquisition.

Streamlined Redemption: the use of points in businesses has a direct impact on the success of a loyalty programme and the acquisition of new business. It allows pay with points in any merchant or partner. The promotor decides where to apply the pay with points (in which merchants) and what conditions to achieve. Explicit price per point can be applied for an individual transaction.

Channel Integration: the solution is designed to communicate with the available channels to the client (wallet, online banking, etc). Additionally, it allows you to select online and pay for purchases with points.

Merchant Independence: Eliminate the need for additional software or hardware at merchant locations, allowing for hassle-free point-based transactions across your network.

Loyalty using the points: The main idea of this functionality is that customers can make purchases at any store using the points (partially or totally) they already have accumulated. The benefit is attributed to the client through a cashback on one of their products. Pay with points main features:

- Flexible Redemption: customers can use their points, either partially or fully, to make purchases at any store within the network. This flexibility enhances customer satisfaction and encourages repeat business.
- Configurable Promotion Rules: the promotion rules engine allows businesses to customize the option to pay with points based on various criteria, including target customers, eligible transactions, the way to communicate it to the customer and redemption value for the purchases.
- Example Rules: Explore a wide variety of rules available in the promotions engine, from rules based on segmentation (customer list, date/time, customer, cards, partners, georeferences, ...) to criteria based on the type of event (social networks, merchant channels, total purchases, frequency of purchases, ...).

Promotions (Coupons)

Syntphony Loyalty includes an engine for generating promotions and coupons. Loyalty Coupons & discounts give incentives on price or extra benefit or discounted rates.

Classic coupons: based on codes. The customer show the coupon in the store and it is the merchant who must verify the validity of the coupon and provide the reward to the customer.

- Streamlined Management: Syntphony Loyalty enables businesses to manage the entire lifecycle of coupons effortlessly. From creation (coupon codes can be generated by the platform or imported if they are generated externally) to redemption (points of sale has to intervene in order to use the coupon and obtain the reward). Every aspect is seamlessly integrated.
- Partner Collaboration: while the platform manages the coupon process, the actual rewards are provided by partners or promoters, fostering collaboration and enhancing the value proposition.
- Customizable Rules: Businesses can set up rules for providing coupons based on history behavior of the member or specific goals that has to meet to obtain the coupon, ensuring targeted promotions and personalized experiences.
- Automated Rewards: once the member has activated the coupon the next activity that meets the rules provides automatically the reward to the member.

Card Link Offering: offer unique experiences to customers with card-linked offerings, eliminating the need for physical coupons and streamlining the redemption process. When the member receives the coupon only has to activate it and when he makes the transaction according to the conditions of the coupon then he receives the benefit directly.

- Enhanced Customer Experience: ability to offer a unique experience to the client. Without printing coupons, without receiving coupons you do not want. Coupons can be redeemed at points of sale, allowing customers to enjoy rewards with ease and convenience.

Loyalty Program

Define and manage comprehensive loyalty programs End2End with our Loyalty Program module, empowering you to set behavioral rules for the members, define benefits, and drive member engagement effectively. With support for multi-program structures and tiered memberships, our platform offers unparalleled flexibility and scalability.

Multi-Program Support: Syntphony Loyalty platform supports multiannual programs with the capability of overlapping one on another.

- Inside a program rules can be defined based on several variables (type of cards, type of transactions, members characteristics, events, partners and programs mixed based on previous types).
- Programs can be further segmented into sub-programs, allowing businesses to refine their offerings based on specific criteria such as member age, professional activity, demographics or card types (example for cobranded cards with a financial entity).

Personalized Loyalty Programs: Limits on the accumulation of points (daily and monthly) can be put into place. Welcome bonus and anniversary can be provided (subject to purchases within a period of time).

Program Planning: Plan and execute loyalty programs with ease, with support for future rule definitions and program versions coexisting seamlessly.

Program Elements:

- Benefits: Define the currency of the loyalty program, with the option to configure multiple benefits and redemption policies (redeemable, expiration policies) to suit varying customer preferences.
- Bonuses: Syntphony Loyalty enables businesses to offer a range of bonuses, including welcome bonuses, referral bonuses, and anniversary enrollment bonuses, enhancing the overall value proposition.
- Tiers: Establish multiple tiers within a program, with rules governing member upgrades and downgrades based on predefined criteria.
- Accrual Rules: Define how members accrue benefits based on their activities, whether it's transactions at merchant locations or engagements with partner establishments.
- Revenue Rules: Set up flexible rules for earning benefits, including models based on transaction amounts, fixed rewards per transaction, and more.

Cross Modules

Discover the comprehensive suite of cross modules within our solution, designed to seamlessly integrate and streamline loyalty program management.

Administration: Access our secure web portal for BackOffice, where role-based configurations ensure efficient management of platform features.

Loyalty Core: Harness the power of our robust rule engine, capable of supporting external events beyond payment transactions, enabling dynamic loyalty actions.

Enrollment: Utilize our flexible APIs to enroll members seamlessly across various channels, empowering businesses to expand their customer base effortlessly.

Notifications: Engage with customers effectively through personalized notifications delivered via push, SMS, or email, triggered by predefined rules.

Catalogue: Integrate seamlessly with third-party catalogues to offer diverse benefits, including points, discounts, or coupons, enhancing the value proposition for customers.

Membership: Define multilevel programs with ease, setting specific rules for each tier to drive customer progression and engagement.

Customer Services: Gain a 360º view of your customers, enabling customer service teams to provide personalized assistance and support.

Monitoring & Reporting: Access our comprehensive web portal for BackOffice, featuring secure role-based access for streamlined configuration and reporting.

Every Customer, a Unique and Personalized Journey

Welcome to the world of Syntphony, where innovation meets efficiency to transform the way businesses operate. Our Syntphony Loyalty solution redefines customer engagement, loyalty and satisfaction. Let's explore the key benefits that make Syntphony Loyalty the best choice for businesses that want new customers and more loyal customers.

Syntphony Ecosystem

A Global Composable Digital Experience Platform: Seamlessly integrate diverse digital experiences across channels and touchpoints, creating a cohesive ecosystem that drives engagement and loyalty.

Quicker Time to Market

Accelerate time-to-market for loyalty programs, enabling businesses to swiftly adapt to changing market dynamics and stay ahead of the competition.

Cost Efficiency

Drive operational efficiency and cost savings with our SaaS model, eliminating upfront investments and allowing payment based on actual usage.

Multi Entity-Multi Program

Manage multiple entities and loyalty programs simultaneously, empowering businesses to maintain diverse programs with unique rules and member bases.

Modular

Embrace flexibility with our modular approach, enabling businesses to tailor loyalty programs to their specific needs and scale effortlessly as requirements evolve.

A Loyalty Solution for Every Channel

Engage customers across multiple channels, including stores, e-commerce, mobile commerce, social media, kiosks, and self-service platforms, delivering a seamless omnichannel experience.

Innovative User Experience

Delight customers with an innovative and intuitive user experience, leveraging modular design principles to adapt to changing business needs and user preferences.

Security and Sophistication in Loyalty

Ensure data security and integrity at every step, with built-in auditability and compliance features that instill confidence in both customers and stakeholders.

Beyond Loyalty Actions

Enables quick adaptation to evolving circumstances and requirements, ensuring organizations remain agile and responsive to market dynamics, fostering innovation and growth.

Flexible / Scalable

Scale seamlessly with our flexible and scalable platform, easily integrating third-party solutions to enhance functionality and meet evolving business demands.

Easy Integration

Simplify integration with various systems and applications, leveraging APIs to streamline enrollment processes and enhance overall customer experience.

Ease of Implementation

Streamline implementation processes with our rapid deployment capabilities, minimizing disruption to business operations and accelerating time-to-value.

Global

Adapt to global markets effortlessly with support for multiple languages, currencies, and regional requirements, ensuring a consistent customer experience worldwide.

End to End

Gain comprehensive visibility into the entire customer journey, from initial interaction to final conversion, enabling strategic decision-making and process optimization.

Real Time

Harness the power of real-time processing to deliver personalized interactions and insights, driving enhanced customer engagement and satisfaction.

Secure / Auditable

Ensure data security and compliance with industry standards such as PCI DSS, while maintaining full auditability for regulatory requirements and internal controls.

No Interruptions

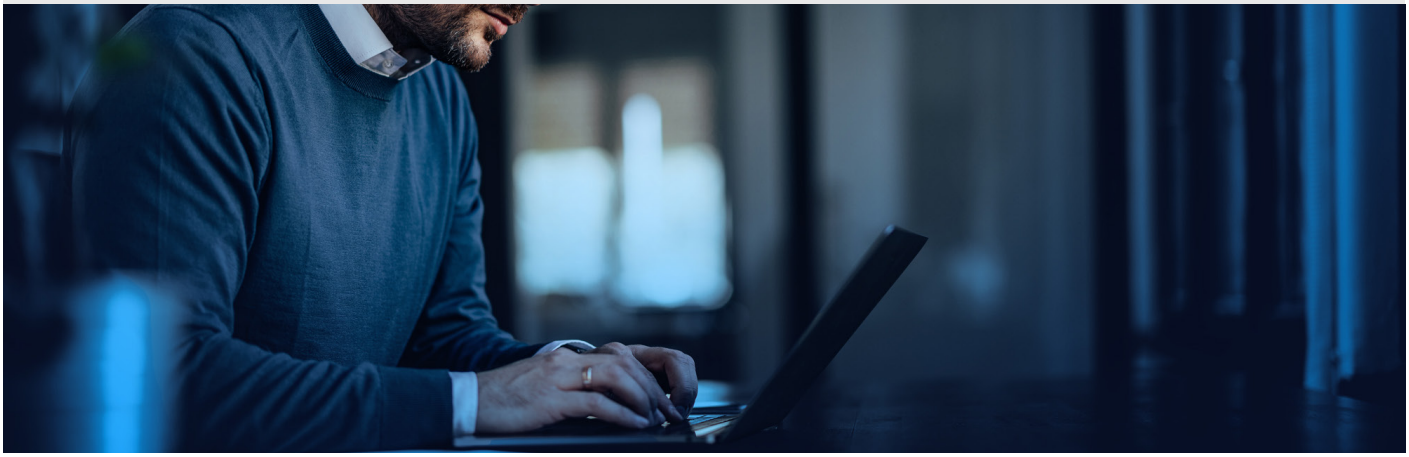
Guarantee uninterrupted service with our resilient architecture, minimizing downtime and ensuring seamless operation even during peak loads.

Constant Evolution

Stay ahead of the curve with continuous updates and enhancements, ensuring that your loyalty programs remain relevant and competitive in a rapidly evolving landscape.

Focused on Key Cloud Aspects

Leverage the power of the cloud with our secure, scalable, and resilient architecture, designed to meet the stringent requirements of modern businesses.



Modular Architecture Built to Scale Without Limits

Our Syntphony Loyalty platform sets a new standard in customer engagement and satisfaction, offering unique features that enable businesses to thrive in the complex and competitive world of customer loyalty.

An Omnichannel Platform Experience

Seamlessly connect with multiple channels, whether proprietary or third-party, to deliver a cohesive omnichannel experience that meets the diverse needs of today's consumers.

All at a Glance

Streamline management with a single dashboard that provides comprehensive oversight of the entire product and customer lifecycle, enhancing efficiency and decision-making.

A Centralized Platform

Configure, deploy, and monitor in real-time with a centralized platform designed to connect with third parties and core systems, ensuring data management and interoperability.

PCI Certified (PCI-DSS v3.1)

Guarantee the highest level of security and compliance with PCI-DSS certification, providing peace of mind for businesses and customers alike.

24x7 Monitored & Managed ISO 2000

Ensure round-the-clock availability and performance with ISO 2000-certified monitoring and management, minimizing downtime and maximizing reliability.

Datacenters in USA and Europe

Benefit from geographic redundancy and reliability with datacenters strategically located in both the USA and Europe, ensuring data availability and compliance with regional regulations.

Service Recovery Time: 0s

Minimize disruptions and downtime with a service recovery time of zero seconds, ensuring uninterrupted service and seamless customer experiences.

Geographic Redundancy

Enhance reliability and resilience with geographic redundancy, enabling data replication and failover across multiple locations for enhanced data protection and disaster recovery.

Advancing customer engagement with agentic AI

Syntphony Loyalty introduces a new generation of agentic AI capabilities that transform traditional loyalty platforms into intelligent, autonomous engagement ecosystems. These capabilities enable organizations to design, orchestrate, and optimize customer strategies in real time, significantly enhancing operational efficiency and business outcomes.

Intent-driven campaign orchestration agents

AI agents interpret business intent through natural language and autonomously configure campaign logic, connect data sources, and validate rules instantly.

Automated behavioral mapping agents

AI translates high-level objectives into structured decision flows, mapping audiences, events, and rewards across multi-industry ecosystems.

Proactive gap-detection and reasoning agents

Agents identify missing parameters and dynamically guide users to complete workflows without interruptions or rework.

Real-time execution and analytics copilots

Agents execute campaigns immediately while generating live dashboards to monitor performance, engagement, and revenue metrics.

From Manual Workflows to Autonomous Engagement Execution

From manual configuration
To autonomous campaign generation

Eliminate repetitive tasks with AI-driven, self-configuring workflows.

From static rules
To dynamic conversational logic

Enable adaptive, context-aware interactions that continuously refine campaign performance.

From time-consuming processes
To execution in seconds

Compress campaign design and deployment from minutes to near-instant execution.

From linear workflows
To zero-rework scalability

Reduce human error through real-time validation and intelligent guidance.

By leveraging real-time reasoning, orchestration, and execution, AI agents enable faster decision-making, improved personalization, and scalable performance. This paradigm shift allows our clients to reduce operational complexity while accelerating time-to-market and maximizing customer lifetime value. Ultimately, it positions organizations to compete with agility in an increasingly dynamic, experience-driven economy.

Step into a realm of unparalleled learning with Syntphony Loyalty is applied to numerous use cases where customer engagement and satisfaction meet business goals and benefits. As part of NTT DATA's Syntphony ecosystem, our loyalty platform offers unmatched value, combining cutting-edge technology with strategic business consulting services to drive our clients' success.

End-Customer Loyalty

Elevate customer satisfaction and loyalty by implementing tailored loyalty programs designed to engage and retain end-customers. Syntphony Loyalty enables businesses to create personalized experiences that foster long-term relationships, resulting in increased customer lifetime value and brand advocacy.

Employee Loyalty Programmes

Foster a culture of loyalty and engagement among employees with tailored loyalty programs designed to recognize and reward outstanding performance, tenure, and contributions. Syntphony Loyalty helps businesses enhance employee satisfaction, retention, and productivity, driving overall organizational success.

Sales Channel Loyalty

Strengthen relationships with sales channels, including distributors, retailers, and partners, by implementing loyalty programs that incentivize desired behaviors and drive mutual growth. Syntphony Loyalty empowers businesses to optimize channel performance, enhance collaboration, and achieve shared objectives.

Gamification

Drive engagement and participation by gamifying loyalty programs, leveraging elements such as challenges, rewards, and leaderboards to motivate desired behaviors and foster a sense of achievement. Syntphony Loyalty transforms mundane transactions into interactive experiences, enhancing customer satisfaction and loyalty.

Membership Levels

Offer tiered membership levels within loyalty programs to recognize and reward varying levels of engagement and loyalty. Syntphony Loyalty enables businesses to implement tiered structures that incentivize customers to progress through levels, unlocking exclusive benefits and privileges along the way.

NTT DATA | syntphony

About NTT DATA

NTT DATA - a part of NTT Group - is a trusted global innovator of IT and business services headquartered in Tokyo. We help clients transform through consulting, industry solutions, business process services, IT modernization and managed services. NTT DATA enables clients, as well as society, to move confidently into the digital future. We are committed to our clients' long-term success and combine global reach with local client attention to serve them in over 50 countries.