Integrated Loyalty Program System (PointInfinity)

HITACHI
Inspire the Next

PointInfinity provides a centralized mechanism for measuring and analyzing the effectiveness of your offers (messages and incentives) and promotes data-driven actions to create tailored engagements for each individual customer. We provide a total marketing platform that helps businesses realize the PDCA cycle.
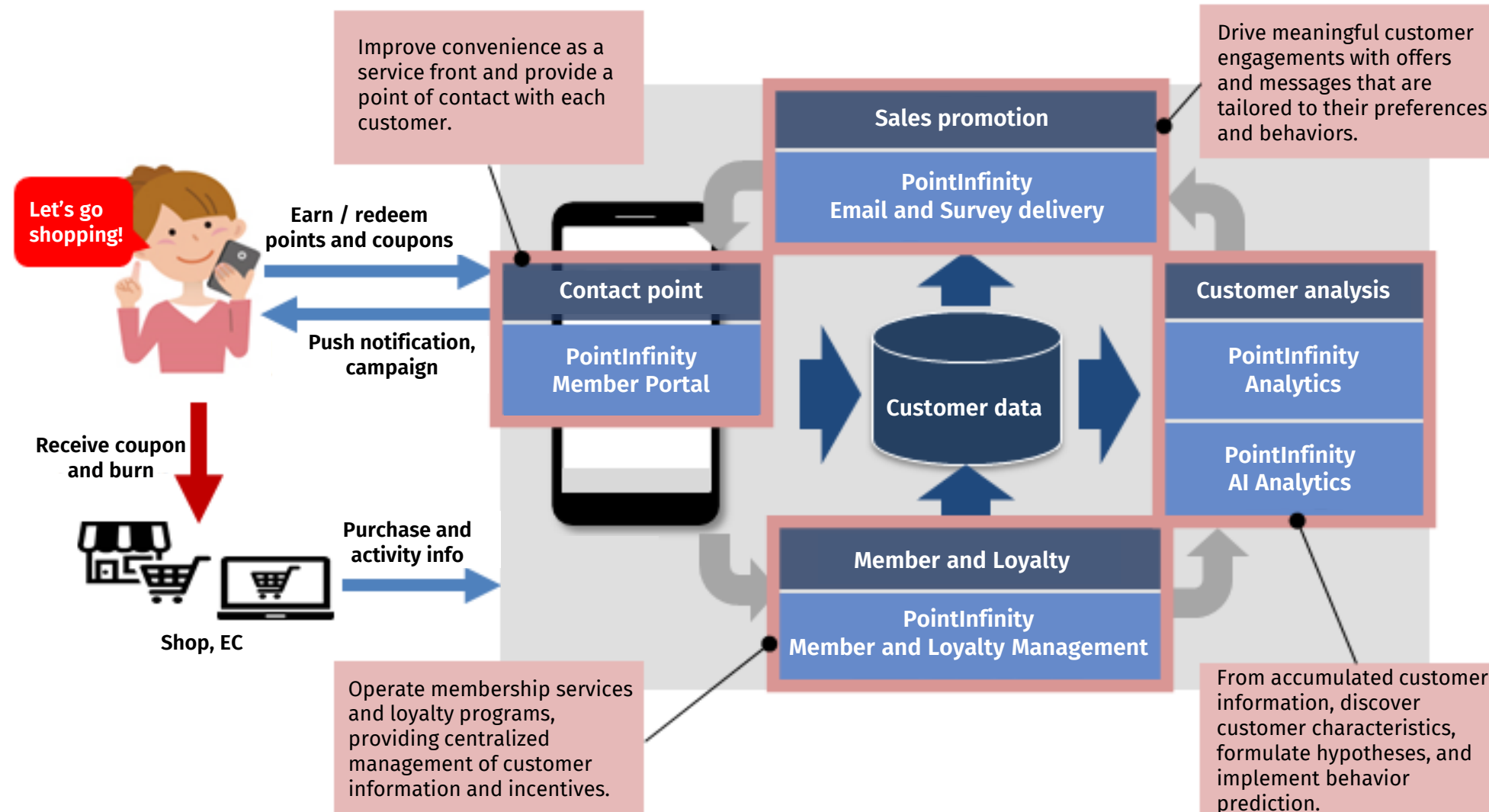
Challenges

Want to enable the mutual use of individual points introduced for each business, maintain the affinity of your customers, and avoid the problem of a sharp drop in sales during off-peak periods?

Solution

- Collect customer information through the provision of member services and point programs
- Drive customer activity through incentives such as campaigns and loyalty programs
- High-performance and reliable system for processing large volumes of transactions

Applicable Fields

Retail, Telecommunication, Transportation, Payment, Entertainment, etc.

Hitachi Solutions Asia Pacific is a trusted, global cloud solutions integrator passionate about developing and delivering industry-focused solutions that drive cloud migration and business transformation on a worldwide scale. With more than 15 years of experience, proven technological depth, and cloud migration methodologies, we're able to help our clients survive and thrive in today's digital world.

As part of Hitachi, Ltd., we take pride in a long and rich history of innovation, financial strength, and global presence of one of the world's largest companies. While drawing from a vast global network of interconnected Hitachi companies, we go to market regionally so we can remain agile and focused enough to fully support clients in an intimate, localized way.

Diagram

Let's go shopping!

Earn / redeem points and coupons

Push notification, campaign

Receive coupon and burn

Shop, EC

Purchase and activity info

Improve convenience as a service front and provide a point of contact with each customer.

Sales promotion
PointInfinity
Email and Survey delivery

Drive meaningful customer engagements with offers and messages that are tailored to their preferences and behaviors.

Contact point
PointInfinity
Member Portal

Customer data

Customer analysis
PointInfinity
Analytics

PointInfinity
AI Analytics

Member and Loyalty
PointInfinity
Member and Loyalty Management

Operate membership services and loyalty programs, providing centralized management of customer information and incentives.

From accumulated customer information, discover customer characteristics, formulate hypotheses, and implement behavior prediction.

Learn More

Interested in learning more about PointInfinity? Request for a demo to see how we can help re-invent your business.

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Hitachi Solutions