Multi Party Loyalty Management

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Our mission is to enable every value exchange in the world

SunTec is the world’s No. 1 Relationship Based Pricing and Billing company that creates value for enterprises through its Cloud-based products

SunTec products are based on our cloud-native and cloud-agnostic, API first, micro-services-based platform, Xelerate

- Simplification
- Customer Centricity
- Revenue Growth
- Personalization
- Improved customer experience
- Value exchange
- Enhanced transparency & control

Intangible Value

Tangible Value

Global Banking Expertise
- Business Banking
- Corporate & Investment Banking
- Retail & Personal Banking
- Securities Services
- Wholesale Banking & SME
- Charitable Funds, Investor and Retirement Services

Digital Communication Services
- Internet, Telephone and Wireless Services

Global Business Travel

Retail

Food Delivery Platform

- 130+ Clients
- 45+ Continents
- 5 Countries
- 300+ Million Customers
- 15 Billion Transactions

Food Delivery

Retail

Business Banking

Corporate & Investment Banking

Retail & Personal Banking

Securities Services

Wholesale Banking & SME

Charitable Funds, Investor and Retirement Services

Internet, Telephone and Wireless Services

Global Business Travel

Travel

Intangible Value
Loyalty & Rewards Program – popular association

If I were to ask a 100 people, what comes to your mind first, when I mention – Loyalty or Rewards Program, what would the answer be?

These would be the Top 5 responses:

- Airlines
- Hotels
- Retail
- Rentals
- Credit Cards
… but not Banks!

Perplexing that despite having more frequent interactions, Banks don’t feature in the top 5, when it comes to a Loyalty or Rewards Program. Why is that?
Is Loyalty important for Banks?

**Yesterday**
- Banking Relationships are for life.
- Customers open accounts with 1 or 2 Banks and stay loyal for the remainder of their lives.

“People are more likely to leave their spouse than their bank”

**Today**
- Highly competitive market with more and more non-Banking players coming in
- Digital Contact-less channels gaining popularity amongst customers
- Millennials gravitate towards whichever option serves them best at a given point of time

“In 2020 22% — or some 44 million people in US — considered leaving their old bank and establishing a new primary FI”¹

¹ Source: Foresight Research
So, what are the issues faced by Banks’ Loyalty Programs?

“Industry analysts estimate that some $100 billion worth of loyalty points go unused every year.”

01. Product Centric Loyalty Programs
02. Measuring customer loyalty and profitability
03. Relevance of rewards/points to end customers
04. Limited rewards/points Earning options
05. Limited/Closed network Of redemption partners
06. Lack of real time redemption options

2 - Source: Bond Brand Loyalty
What can Banks do differently?

Next Generation Loyalty Programs – Pervasive, Seamless, Contextual and Rewarding

- Crypto-currency equivalent loyalty framework
- Loyalty Points as Digital Currency
- Open System
  - Ability to seamlessly earn/redeem points/rewards across an open ecosystem of partner programs
- Inter-operability
  - Loyalty Rewards/Points, regardless of the program, are recognized across multiple ecosystems
- Real Time Earn/Redeem
  - Standardized APIs enabling easy integration of partners in the ecosystem
How can BIAN help?

**Standardize Multi-Party Interactions**

- Define Standards for interactions between multiple parties involved in the Loyalty Ecosystem
  - Loyalty Program Owner
  - Earnings Partners
  - Redemption Partners
  - Aggregators
  - Customers

**Enable Inter-Operable Framework**

Enable a framework similar to a Distributed Ledger, that will enable seamless, secure and trusted transactions between various parties in an open partner ecosystem for Loyalty and Rewards

**Going Beyond Financial Institutions**

Opportunity to define standards and influence non-Banking/non-FI parties in the larger loyalty partner ecosystem