

InRule® for Loyalty Programs

Drive Repeat Business and Customer Loyalty—without Programming Effort

Features of InRule:

- » Intuitive authoring for business users
- » Robust integration for developers
- » Integrated, real-time testing
- » Catalog services for centralized rules management and security
- » Easy integration with applications and software products
- » On-prem and cloud-based web service support for rule execution across the enterprise
- » Easy and controlled sharing and re-use
- » Complete functionality to author, store, manage, integrate and execute business rules

InRule® is the premier Business Rule Management System (BRMS) for authoring, managing, and rapidly executing business rules. Organizations of all sizes and all industries can benefit from using InRule, especially if their applications require frequent modifications to business logic due to changing regulations or efforts to maintain a competitive edge in the marketplace.

InRule helps organizations automate and better manage business logic without custom programming, empowering them to respond quickly to rapidly changing business requirements.

INRULE FOR LOYALTY PROGRAMS

From hotels, casinos, grocery stores, airlines, coffee shops, gas stations, and restaurants, loyalty programs have become ubiquitous. Customers who participate in loyalty programs are rewarded with discounts, vouchers, free items or special experiences. Businesses that participate in loyalty programs are rewarded with repeat business and a greater ability to differentiate themselves from other players in the market.

InRule makes it easy to create and manage loyalty programs by enabling non-technical users to manage the business logic that serves as the foundation for a loyalty program. With InRule, logic changes can be made without code changes, allowing business users who know the market best to make modifications quickly and easily to support promotional efforts that coincide with holidays, special events or a push to maintain—or gain—a competitive edge.

REWARDING CUSTOMERS, REWARDING BUSINESS RESULTS

A loyalty program powered by InRule makes it easy to deliver an enhanced customer experience. Business users can create rules that trigger email messages or special pricing and discounts to customers based on buying habits, preferences, and past behaviors.

That passenger who always flies from Minneapolis to Miami every winter would likely take advantage of special fares to escape the cold in January, especially if they haven't yet purchased a ticket. That customer who always

buys dog food would likely use a voucher for a 20 percent discount on grooming services. And the person who buys a coffee every day would keep coming back to a coffee shop if they could earn a free drink after a set number of purchases.

“Keep coming back”—that is the key to any loyalty program and InRule makes it easy for business to create programs that drive repeat business.

USE CASE: ONEIDA NATION ENTERPRISES

Oneida Nation Enterprises (ONE), the business operations arm of the Oneida Indian Nation, deployed InRule as part of a guest loyalty program, allowing visitors to earn points not just at the hotel and casino, but also at non-gaming areas such as restaurants, convenience stores, spas, and golf courses.

When creating the foundation for their broader loyalty program, ONE had to connect 12 critical guest systems to ensure the system could calculate the total spend by guests at approximately 70 outlets. Each day, more than \$500,000 of spend is calculated into reward points.

According to Steve Murphy, V.P. of Technology and Supply Chain, “... we are gaining market share based on the loyalty opportunities we provide for our guests. We always try to provide the best service for our guests to foster loyalty, so I think we’re seeing a tremendous value from what we are able to offer, as opposed to our competition... [InRule] was a great choice for us. It fit into our strategy and it’s a great fit for Oneida Nation Enterprises.”

USE CASE: AIRTRAN AIRWAYS

“We continue to find new ways to use InRule in our applications. We integrated InRule into transactional emails to provide targeted content to our passengers... We have built a fee engine using InRule to manage the business rules. It works great and it’s fast. Keep up the good work.”

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Airtran Software Engineering Manager
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Until its acquisition in 2011, AirTran® Airways, one of the United States’ largest low-fare airlines, leveraged InRule for their frequent flyer scoring application, which simplified the process of awarding passengers with Frequent Flier Credits and modifying the rules for receiving credits.

AirTran selected InRule to power its loyalty program because they needed a flexible application that allowed for easy additions and changes to the rules and criteria of the program. The airline’s popular frequent flyer program was constantly evolving due to partnerships and promotions, so the system had to be both agile and scalable.

The business rules outlined in InRule specified the criteria that fliers had to meet to receive frequent flier flight credits. For example, each leg of the purchased ticket had to be part of a specific revenue class, and the program member had to complete each leg of the flight(s) to receive credit. The rules also specified bonus points for other criteria, such as purchasing tickets online.

Special programs were also a source for bonus points. InRule made it easy for AirTran’s non-technical users to create rules around specific geographies, flight times or other criteria. For example, awards program members who purchased tickets during a specific date and time range using an American Express card received extra reward points.

InRule simplified AirTran’s development effort for their enhanced loyalty program, including the credit card that was offered to rewards program members. When powered by InRule, rewriting the entire application took one week, as hard coding the logic was no longer required. InRule allowed business users within AirTran to make changes in real-time to the credit application as market conditions and regulations evolved.



ABOUT INRULE TECHNOLOGY

Since 2002, InRule Technology has provided companies around the world with unparalleled agility to respond to and take advantage of changing market conditions and requirements. Named to the Inc. 500|5000 list of fastest-growing, privately held companies, InRule Technology helps organizations realize the power of computing without the complexity of programming. Learn more or request a free trial at InRule.com.