



CASE STUDY

Oneida Nation Enterprises Launches Successful Loyalty Program with InRule®

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Steve Murphy,
V.P., Technologies
and Supply Chain,
Oneida Nation Enterprises

Oneida Nation Enterprises (ONE), the business operations arm of the Oneida Indian Nation, operates a variety of businesses to fund its government programs that serve Oneida Members. The two biggest businesses include the Turning Stone Resort Casino and the Yellow Brick Road Casino, both based in central New York.

THE CHALLENGE

ONE wanted to offer its visitors a guest loyalty program that would allow visitors to earn points at hotels, casinos, restaurants, convenience stores, spas and golf courses. The program would be driven by business rules that could be easily updated and managed by both technical and non-technical employees. That’s when they turned to InRule® for its business rules management system (BRMS).

PROJECT OVERVIEW

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

SOLUTION

InRule was able to integrate easily into each of the 12 guest systems that ONE used across its properties. In doing so, the BRMS was able to establish a point and scaling system based on customer purchase activity. This system helped ONE keep track of customer preferences, send timely promotions, and reward customers for their purchases.

RESULTS

ONE is now a more competitive enterprise thanks to its ability to foster and maintain customer relationships and loyalty. As a result of their loyalty program powered by InRule, ONE is realizing the benefits of increased visitors, both new and repeat, which have helped the organization gain more market share.

LESSONS LEARNED

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 are 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.

This organization is one of hundreds of successful InRule User Community Members. Learn more about how InRule saves its customers an average of \$1,485,150 and why 95% would recommend us to a colleague. Visit <https://www.inrule.com/resource/value-of-inrule>.