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 *Decision Platform* and *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 FOR LOYALTY PROGRAMS

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 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.

"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.
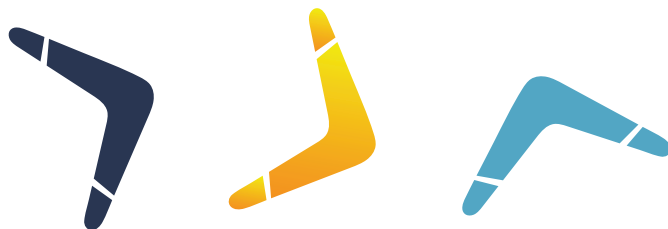
USE CASE: ONEIDA NATION ENTERPRISES

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: MAJOR U.S. AIRLINE

A major U.S. airline deployed InRule in 2019 to manage the decision logic and business rules related to corporate and frequent flyer benefits. Specifically, the program allows outside booking agents, when reserving or modifying flights, to validate customer status and benefits level. The program ensures a smooth customer experience for corporate customers and contract agencies, and helps the airline's most loyal customers avoid costly change fees.

The project was a complete legacy modernization transformation. Along with InRule's SaaS offering, Microsoft Dynamics 365® and Power BI, hosted in Azure, replaced an outdated Siebel CRM and Oracle Policy Administration system. InRule's professional services team helped the airline create a reusable rule framework to serve as the template as new loyalty programs are introduced. The airline now has a complete customer lifecycle solution to manage corporate contracts, frequent flyer benefits, and bookings, while providing customized analysis and reporting.

USE CASE: AIRTRAN AIRWAYS

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.

According to an Airtran Software Engineering Manager: "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."

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

InRule enables enterprises to understand and automate decisions with unparalleled speed, agility, accuracy and transparency. IT and business personnel rely on InRule's Decision Platform to increase productivity, grow revenue and enhance customer service. With its 'author first' approach, InRule empowers both technical and business rule authors to write and manage rules. From on-premises, to the cloud and via mobile, InRule allows organizations to run rules anywhere for extreme flexibility and scalability.