



INTUITION

CDP + Loyalty

LOYALTY

A CDP & Loyalty Platform Both Marketing & IT Can Love



ABOUT INTUITION :

Baesman's Intuition is a custom-built Customer Data Platform (CDP) and Loyalty Platform that was designed for flexibility. It integrates with virtually any existing application or data source in your stack, ensuring you can quickly bring a loyalty strategy to life. Intuition was designed to be highly configurable and easy to use and was built by marketers, for marketers! Intuition enables a single view of the customer across your devices and channels that creates a better customer experience from acquisition to loyalty and beyond.

Because it's highly configurable, it works for you and your program rather than the other way around. You'll feel confident knowing you're working with an agency that is completely focused, flexible and agile enough to shift with you as your goals change. You'll have direct access to our strategists, developers, and account team to ensure the platform helps support and drive your goals.



We Identify

Business Rules, Tiers & Program Structure, Rewards and Issuance Frequency, Reporting Requirements



We Construct

Hosting Environment, Databases and Portals For Reporting, Customer Experience, Lifecycle Journey



We Execute

Data Validation, Environmental Testing, User training, Program Launch and Ongoing Support

WHY MARKETERS LOVE INTUITION :

- Increased insight to your retained and acquired customers
- Understandable predictive insights & customer analytics
- Data collection & privacy
- Ability to build customer journeys & personalization
- Flexible loyalty programs with fully customizable rewards
- 100% configured around your brand's customer
- Single view of the customer for actionable insights
- Personalized retainer service – we support you where you need us
- No more timeline hurdles or extensive budget allocations for changes

WHY IT DEPARTMENTS LOVE INTUITION :

- Fully managed and hosted CDP and loyalty solution
- Includes management, reporting, and service portals
- Integrates with existing technology applications and services
 - Data warehouse
 - ESP/SMS/digital wallet/pass
 - Point-of-sale, ecommerce, app
 - Reviews, experiences, and more
- Fully customizable KPIs, dashboards, business rules, and reports
- Development roadmap is built by your brand's needs
- SOC 1, 2, 3 compliance and no public cloud infrastructures
- Fully documented RESTFUL API that conforms to your version of the platform
- Access groups, tiers, granular permissions and SSO included
- Customized to your program and ready to launch in 90-120 days
- Customized, triggered reporting and notifications

WHY YOU NEED IT :

- A customized branded portal to better understand your customers is a must
- You want to easily view KPIs and dashboards to stay on strategy
- Real time customer data creates better customer experiences
- You want to work with a team that is an extension of your brand team
- You want easy and convenient access to developers and your account team



Recent Awards and Achievements



To Schedule Your Free Demo Email:

getpersonal@baesman.com