

# What we do

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## Advisory

Our support and advice is independent and objective. We believe our clients should own their customer data, their analytics capability, and all their digital communication channels. These fundamental beliefs mean we offer the best solutions to every client, helping them transform their customer propositions, creating new streams of revenue.

**We upgrade our clients' own capabilities to excel in the new bases of competition and successfully fend off digital natives.**

### Innovative business models designed around the capture and deployment of large data volumes and superior digital customer engagement

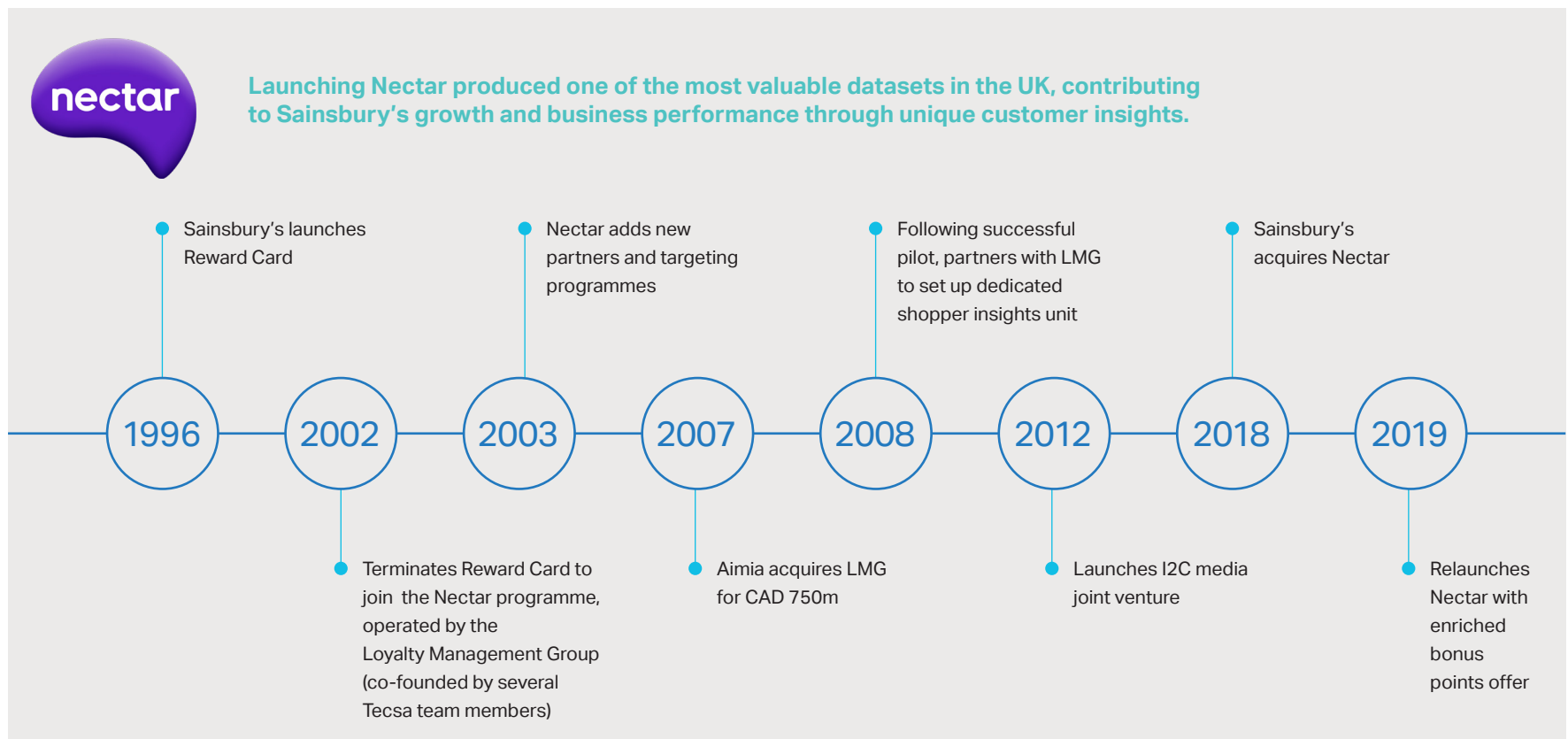
- Excel in digital customer engagement and media constructs.
- Continuously seek to develop unique and powerful data assets.
- Deliver personalised, omni-channel experiences.
- Establish a sustainable competitive advantage through unique strategic partnerships.

### Platform-based consumer engagement programmes, anchored around a strong brand, continuous expansion of reach and relevance through new service extensions.

- Establishing and growing ecosystems of services with ever-increasing relevance and customer engagement.
- Building customer-centric teams, infrastructure and operations designed for harnessing high volumes of data to identify and capture customer marketing opportunities.
- Growing enterprise value by helping clients develop a decision-making culture that revolves around rapid deployment of insights into personalised customer experiences.

## Membership Programme Build

With decades of experience in membership programme development, Tecsa teams have developed, launched, operated, and delivered some of the largest global membership programmes.



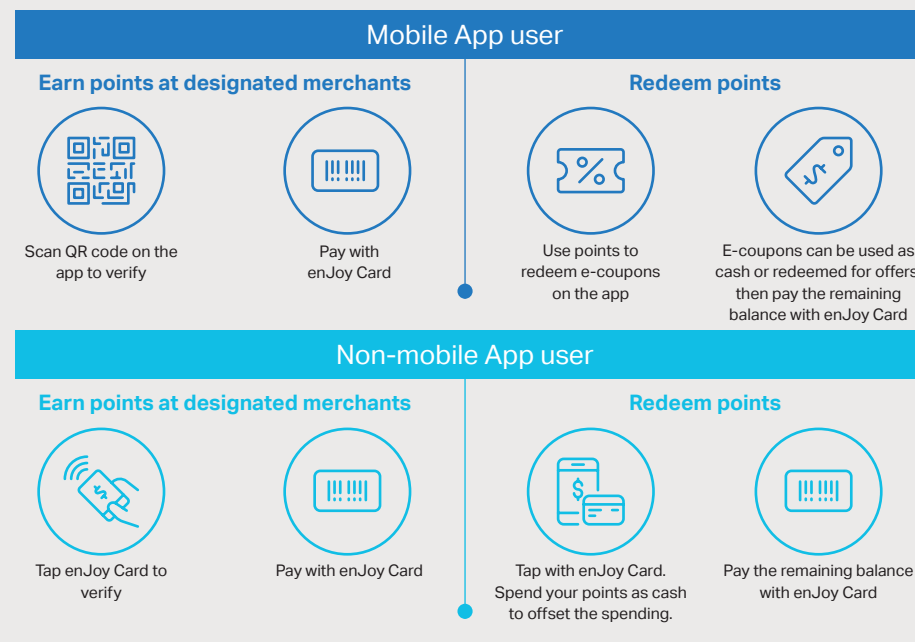
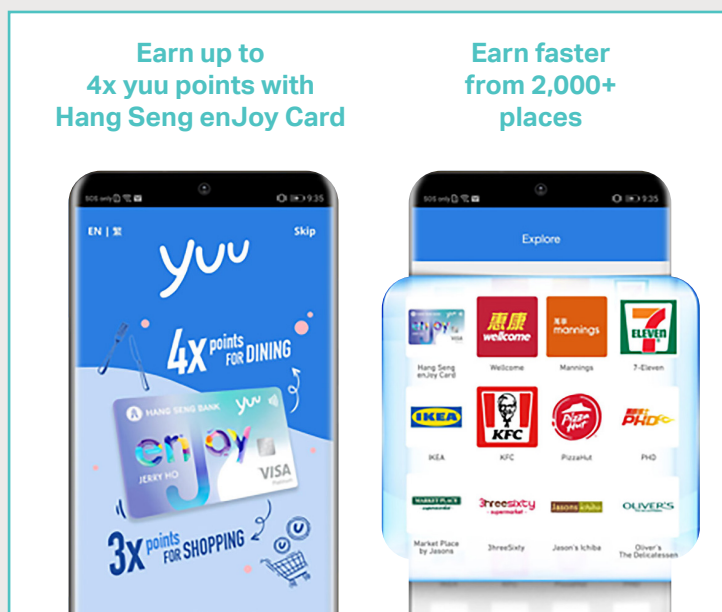
## Partnerships

Understanding the value of your customer data and traffic is critical. Tecsa helps you create and establish new partnerships, enabling you to access larger customer pools and create new revenue streams.



**Tecsa led yuu's partnership development, including the negotiation of a major strategic partner agreement with Hang Seng Bank.**

- The Hang Seng Credit Card allows members to boost their rewards earning and pay at yuu partners using their points.

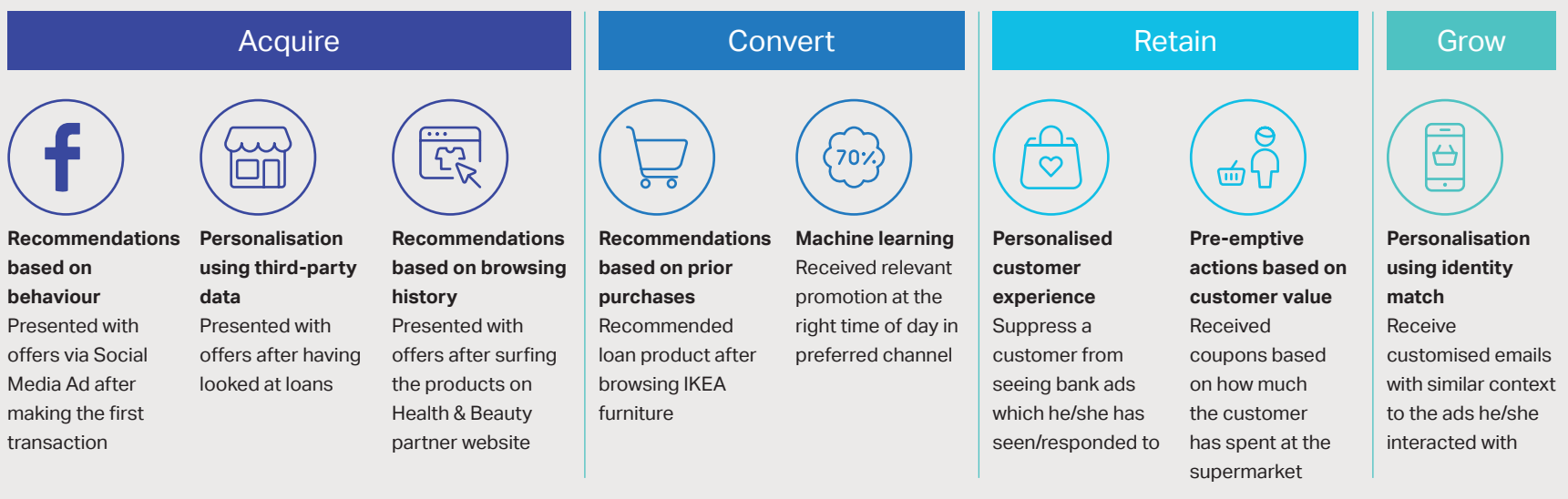


## Data science

Holding masses of data is one thing, asking the right questions of it is something completely different. Our confidence in our ability to organise and interrogate massive and complex databases has seen us deliver better and deeper results from existing data sources, previously underexploited.

**The technology platform establishes a single customer view across all participants, with unique insights and powerful personal capabilities.**

- By using the DMP, we can activate and personalise user journeys through JM channels, to offer a coherent customer experience across all touch points.



## Software development

A joint project allowed Innovate Jardines to rapidly establish a new business unit, building on Tecsa's expertise.

