What we do

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.

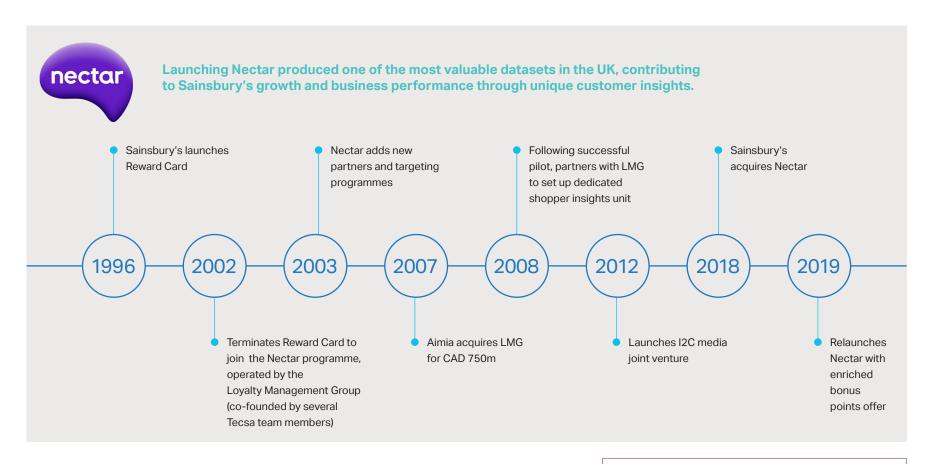


Speak to our Managing Partner to understand the value our senior advisory can add to your organisation.

Email: dave.battiston@thetecsagroup.com

Membership Programme Build

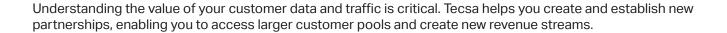
With decades of experience in membership programme development, Tecsa teams have developed, launched, operated, and delivered some of the largest global membership programmes.





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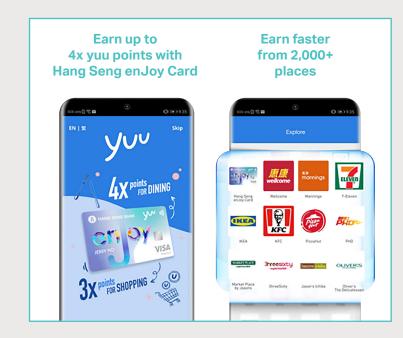
Partnerships

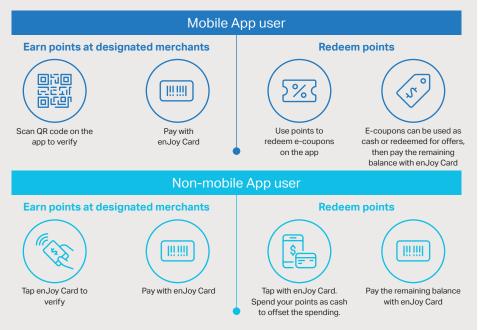




Tecsa led yuu's partnership development, including the negotiation of a major strategic partner agreement with Hang Seng Bank.

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







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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.



Acquire



based on behaviour Presented with offers via Social Media Ad after making the first transaction

Recommendations



Personalisation using third-party data Presented with offers after having looked at loans



based on browsing history Presented with offers after surfing the products on Health & Beauty partner website

Recommendations



based on prior purchases Recommended loan product after browsing IKEA furniture

Convert



Machine learning Received relevant promotion at the right time of day in preferred channel

Retain



Personalised customer experience Suppress a customer from seeing bank ads which he/she has seen/responded to



Pre-emptive actions based on customer value Received coupons based on how much the customer has spent at the supermarket

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Grow



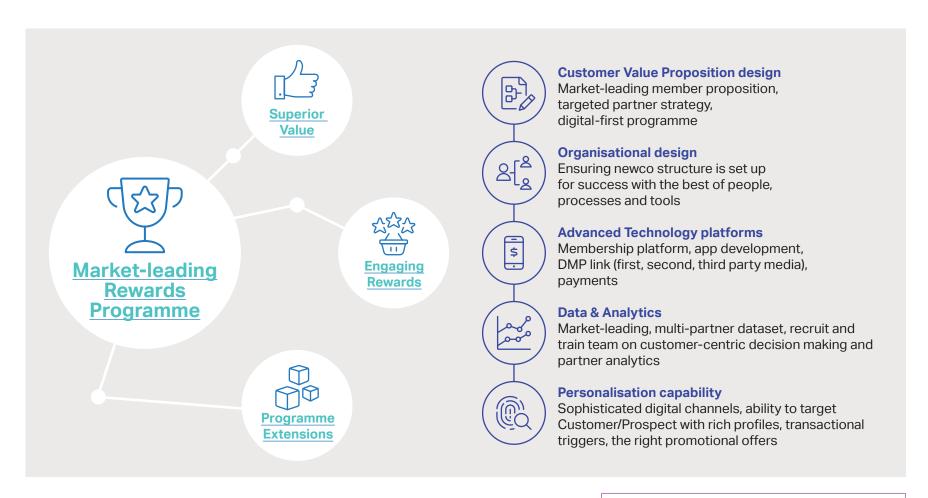
Personalisation using identity match Receive customised emails with similar context to the ads he/she interacted with



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Software development

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





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