



Drive sustainable growth through front end digital transformation & data-driven strategies, enabling companies to scale through **hyper-personalised programmes** and interest-based communities

- **AI-ML powered** customer engagement and experience-based **loyalty platform**
- Horizontal **SaaS-based** and **sector agnostic** in nature
- Enables clients to **transition** seamlessly from traditional paradigms to drive **customer, channel, & influencer engagement strategies**

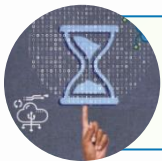
## Key platform tenets



A CDP-led loyalty platform that helps brands fuse customer data with AI and ML to unlock hyper-personalised experiences



A robust and scalable platform hosted on the cloud, capable of integrating systems through open APIs



A completely configurable platform with significantly reduced go-to-market time

## Key metrics impacted to drive profitable growth



Customer wallet share



Customer acquisition costs



Trade spend effectiveness



Cross-sell/up-sell to drive transactions



Customer churn

## Designed to scale



400 + Brands

20%  
Topline sales potential

875 M+ Consumers on the platform

124 K Customer touchpoints powered

1.95 B+ Annual transactions

## Key industries served



- CPG/ FMCG
- Retail, supermarkets
- Fashion
- Food and beverages
- Conglomerates
- Travel and hospitality
- Luxury and jewellery
- Oil and Gas
- Construction and chemicals
- Pharma

## Accolades and Recognition



Capillary and Deloitte are both recognised leaders by Forrester and Gartner



Source: Forrester Wave™ Loyalty Technology Solutions Q1 2023 Report

We are the loyalty leaders!

Only SaaS player among the top three leaders

5 / 5 in 13 criteria

- Programme optimisation
- Global and local support
- Partner ecosystem
- Commercial model

## Contact



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