

Case Study

Edenred Unlocks New Value from Data & Analytics, Benefiting 20 Million+ Members

Corporate services provider embraces the digital customer by enhancing its loyalty platforms for deeper insights

Edenred

Edenred invented the Ticket Restaurant® meal voucher and is the world leader in prepaid corporate services, designing and managing solutions that improve efficiency of organizations and the purchasing power to individuals. Edenred operates in 41 countries, with more than 6,000 employees, and nearly 640,000 companies and public sector clients, 1.4 million affiliated merchants and 40 million beneficiaries. In 2013, total issue volume amounted to €17.1 billion, of which almost 60% was generated in emerging markets. Edenred solutions ensure that client-allocated funds for employees are used specifically as intended. These solutions enable companies to more effectively manage their: employee benefits, expense management process, incentive and rewards programs.

Business Situation

Over time, Edenred China accumulated vast amounts of transactional data from all of the solutions and programs run on

behalf of clients. Demand for customer insights from large enterprise clients, especially in the fast-moving consumer goods (FMCG) industry, was growing. This propelled Edenred to rethink services provided to clients. Edenred seized the opportunity to find a solution to create a niche in loyalty programs.

Avanade's Solution Enables the Digital Customer and Workplace

Based on another client recommendation, Edenred's APAC CIO engaged Avanade Data & Analytics experts. Avanade assisted Edenred in first scoping and establishing the project. Acting as strategic advisors, Avanade helped Edenred orchestrate a mechanism to transform idle data into a valuable asset.

Based on consumer transaction data collected in Edenred's loyalty platforms, Avanade mapped new business processes to define segments, prepare data extraction, enhance data discovery and help move access of analytical insights to Edenred clients. Avanade then designed, built, ran and scaled a Recommendation Engine to segment loyalty program

members by their profiles and generate automated recommendations for other products and services relevant to those consumers.

The Recommendation Engine leverages Microsoft SQL Server 2012 and SharePoint 2013 including a self-service BI platform (PowerView), Data Quality and Predictive Analytics (Analysis Services).

Daily operational reports (for the end users) consumed from tablets or websites based on demographic data (such as birthdays), behavioral profile data (such as last transaction) and preferences (such as dry or sensitive skin or seat preferences) surface meaningful insights to tailor offers that ultimately help cross-sell and upsell services.

All recommendations are stored in an opt-in member-based system owned by Edenred clients. Each profile "remembers" the recommendations, so that a customer service person in a store can also give a more relevant and personalized service to members, providing a seamless customer experience.



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Results Realized

The Recommendation Engine unlocked valuable member insights to help Edenred clients provide enhanced customer service. This allowed Edenred to deliver new value to its existing clients, while expanding an additional revenue stream. Since the successful initial pilot in China brought positive ROI for Edenred and its clients, the newly developed analytics capability is being scaled and replicated across a range of industries globally, including hospitality, airline and cosmetics clients to accelerate sales.

In addition, Edenred's data analytics solution has reduced the cost and time-to-market of marketing campaigns for clients, removing high costs of in-person focus groups to target loyal members with automated online self-selected preferences and persona insights.

Edenred continues to win new clients by optimizing the solution to deliver customer insights for the China market.

Already, more than 20 million opt-in loyalty program members benefit from Edenred's data and analytics services in China alone.

"This new data analytics capability is a significant competitive advantage in the loyalty marketing niche. Delivering more relevant targeted relationship programs for our clients helps them deliver a superior customer experience and significantly increase response rates because they are targeting the right people. The scalability and functionality of the data analytics solution we've developed with Avanade has also dramatically improved Edenred's operational efficiency and productivity, by replacing repetitive manual processes and focus groups with automated recommendations that target the right consumers."

—Johann Suchon, Managing Director
China & APAC Marketing Services,
Edenred

"Working with Avanade has enabled us to leverage tried and tested methodologies and world-class Microsoft expertise. Avanade went above and beyond outstanding delivery to drive project and change management across Edenred."

It has also given us scope to expand this technology to other solutions and explore new geographies such as Brazil, Singapore and India."

—Jerome Bonnet, CIO Asia Pacific,
Edenred



About Avanade

Avanade helps customers realize results in a digital world through business technology solutions, cloud and managed services that combine insight, innovation and expertise focused on Microsoft technologies. Our people have helped thousands of organizations in all industries improve business agility, employee productivity and customer loyalty. Avanade combines the collective business, technical and industry expertise of its worldwide network of experts with the rigor of an industrialized delivery model to provide high quality solutions using proven and emerging technologies with flexible deployment models—on premises, cloud-based or outsourced. Avanade, which is majority owned by Accenture, was founded in 2000 by Accenture LLP and Microsoft Corporation and has 23,000 professionals in more than 20 countries. Additional information can be found at www.avanade.com

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