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LOYALTY CLOUD

National Research, Development and Innovation Office
Hungary

PROJECT
FINANCED FROM
THE NRDI FUND

Antavo Started Working on a New LLM-driven Planner Module to Revolutionize Standardization in the Loyalty Industry

Antavo Ltd. has started the research and development project titled „(Antavo) Loyalty Planner powered by LLMs / Machine Learning"
Project identification number: 2023-1.1.1-PIACI_FOKUSZ-2024-00012.

Loyalty Programs are designed to retain and attract customers (loyalty), the base of which is usually a reward system offering discounts and rewards to clients.
The aim of a loyalty program is to build a better customer-business relationship, providing the retailer or other corporation with a deeper understanding of the needs of the client.
They are designed to shape behavior and encourage repeat purchases: the more often the customer purchases the products of the merchant, the greater their rewards.

Currently in the industry custom implementations are used that are rigid and very hard to iterate. Due to the lengthy implementation and slow time to market, the return on investment (ROI) of loyalty programs is very difficult to measure, causing a loss in project effectiveness. With its cutting-edge Planner, Loyalty Cloud technology provider Antavo is enabling better cross-sectoral cooperation among industry stakeholders (customers, system integrators and loyalty software vendors) in the loyalty management industry. T using LLMs (Large Language Models) and optimizing loyalty programs with ML (Machine Learning).

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Antavo's Planner Module revolutionizes the Planning phase of loyalty programs by standardizing the vast complexity and variation businesses encounter while defining their loyalty use cases. Standardization allows companies and their marketing staff to generate loyalty use cases, loyalty concepts, and loyalty programs with the help of LLMs (Large Language Models) using natural language to describe these logics. Also, Big Data (or usage data of systems), organized by Antavo, is being used for self-optimizing the programs.

The final objective of this project is to maximize the ROI of loyalty programs. In particular, businesses would be able to effortlessly measure the performance and automatically optimize their loyalty program for better business outcomes (e.g. incentivizing users to make a second purchase, finish a transaction that previously got stuck in an abandoned cart or optimize the point logic for different customer segments). In summary, the overall mechanics, from planning to measuring and adjusting the loyalty programs are being optimized.

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