

# Tracker Value as a Downgrade Criteria

<b>Summary and Product Changes</b>	<b>2</b>
Business Benefits	2
Product Changes	2

# Summary and Product Changes

Loyalty now supports configuring tracker value as a downgrade criteria

## Business Benefits

As tracker value is already supported as an upgrade criteria, the support of trackers in downgrade enables brands to make their upgrade/downgrade more consistent

Additionally with tracker-based downgrade, brands that don't qualify all purchases as loyalty purchases could make downgrade/renewal work only on qualified purchases e.g. program A only considers non-discounted bills as loyalty bills

Further, with tracker support, a brand could evaluate customer purchases for more than 1 period during downgrade/renewal evaluation e.g. tracker 1 is 12 months and tracker 2 is 6 months; this gives brands more flexibility in defining a customer's tier

## Product Changes

In the downgrade strategy of a program, a brand could select up to 2 trackers (or a single tracker with 2 tracker cases) as the downgrade criteria. The tracker as the downgrade criteria could be configured in addition to existing criteria on purchases, visits and points earned

The screenshot shows the 'Loyalty+' configuration interface for program 'BUKL'. It displays various criteria for a downgrade strategy. A red box highlights the 'Annual Bill Tracker' dropdown menu and the '+ Add' button, indicating the process of adding a new tracker. Other visible criteria include 'Points Earned < 0 in last 6 months and', 'Purchase Value < ₹ 30000 in last 6 months and', and 'No of visits < 0 in last 6 months and'. The interface also includes options for 'Always' or 'When' a condition is met, and checkboxes for 'For tier Albatross Elite', 'For tier Employee', and 'Alert customer before downgrade'.

**Screenshot - Adding Tracker as Downgrade Criteria**

When a tracker is selected in the downgrade strategy, a corresponding tracker case has to be selected. The tracker value corresponding to the selected tracker case will be evaluated against the *downgrade threshold*

**Screenshot - Selecting Tracker Case**

As the period defined in the tracker case could be different from the tier expiry period, the nature of the tracker as downgrade criteria is different from the existing downgrade criteria like purchase, visits and points earned. (In case of purchase, visits and points earned, the value is evaluated for the tier expiry period)

E.g. if the tier expiry period is 12 months, purchase, visits and points earned value will be calculated for 12 months at the time of downgrade evaluation. However, if the selected tracker case is of 730 days, the tracker value for last 730 days will be calculated at the time of downgrade evaluation

For a given program, 2 trackers or 2 separate tracker case for the same tracker could be selected in the downgrade strategy

**Screenshot - Two Trackers in Downgrade Strategy**