

Tier-window based Tracker

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Summary and Product Changes

Loyalty now supports configuring trackers with tier period as the tracker window. A tier period tracker could track values from the last tier change date of a customer

With tier period as the tracker window, a brand could configure upgrade and downgrade for purchases/activities done by a customer in a particular tier

Product Changes

A new mode in a tracker titled 'Tier Change Window'. A tracker with the 'Tier Change Window' mode will track a customer's tracker KPIs e.g. bill value from the last tier change date/time of a customer. The last tier change date/time refers to last upgrade, downgrade or renew for the customer

The screenshot shows a 'Tracker Strategy' configuration window. The 'Mode' dropdown is highlighted with a red box and set to 'Tier Change Window'. Other fields include 'Tracker Name', 'Entity' (set to 'Bill Amount'), and 'Number of times to signal (per customer)' (set to '1'). Below this, there is a 'Case name' field with 'TrackerCase_1' and a rule definition: 'If Sum is Equal to(=) 1000, then go to TrackerCase_1 Ruleset'. A checkbox for 'Limit number of forwards per customer' is present and unchecked. At the bottom, there is a green '+ Add Forward (Tracker Case)' button.

Screenshot - Tier Change Window as Tracker Mode