



2026 | CASE STUDY | NETWORK SCIENCE

# DRIVE CUSTOMER LOYALTY AND ENGAGEMENT FOR LEADING TRAVEL BRAND

## Overview

1.

A leading travel brand set an ambitious target: engage 30 million members on a multi-brand, multi-category loyalty platform. To achieve this, they needed an advanced digital strategy that could drive engagement, deliver personalized value, and scale across 100+ anchor partners. Network Science designed an Open Architecture Loyalty Platform to make it happen.

## Solutions & Strategy

2.

Designed an open-architecture loyalty platform that combined AI-powered personalization, partner ecosystem integration, and scalable marketplace capabilities to drive member engagement at scale.

### Solution

Open Architecture Platform

Partner Ecosystem Marketplace

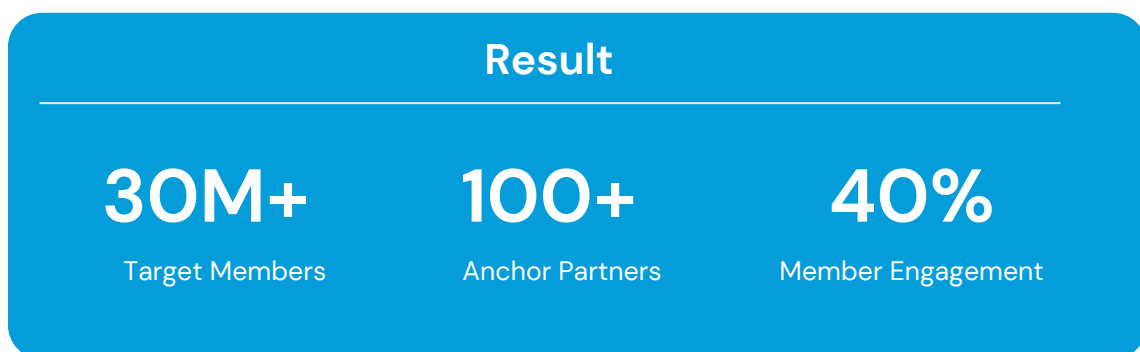
AI-Powered Personalization

Multi-Tenant Rewards Platform



4.

- Platform enabled engagement with 30M+ members across multiple brands and categories.
- 100+ anchor partners activated through an open, scalable marketplace architecture.
- Personalized rewards and recommendations delivered at scale through AI.
- Client gained full IP ownership with complete control over rules of engagement and data.



*The Open Architecture Loyalty Platform gave this travel brand the foundation to lead the loyalty market in India. AI-driven personalization and a scalable network model positioned the client to deliver memorable member experiences — at a scale no traditional platform could match.*