

**CONCENTRIX™**  
CATALYST

Program  
Optimization with

# **MXP SERVICES**



Part of our full-service,  
end-to-end loyalty offering:

**Member Experience (MXP) Services.**

We partner with our clients to grow  
member value by focusing on:



**Loyalty Product  
Management**



**ROI  
Optimization**



**Member Customer  
Lifetime Value**

## Why Catalyst MXP Services

1

### Program Optimization with Data

We tackle business problems with advanced analytics, helping you solve challenges that traditional business intelligence teams can't.

2

### Financial Performance and Program ROI

Our MXP experts work with you on building a P&L, optimizing the financial performance, and maximizing ROI.

3

### Loyalty Product Management and Speed to Market

We help you quickly manage changes and dependencies, and accelerate deployment and speed to market for new features and new experiences for each membership stage.

4

### Loyalty Program Management and Operations Expertise

With an average 10+ years of experience in MXP and loyalty, our team brings an expert understanding of executing key strategy plans to drive maximum return on your loyalty programs.

5

### Flexible Support on an Optimized, Predictable Monthly Cost

Our MXP Service team achieves your business goals on an optimized, predictable monthly cost that's built into the financial model, with flexible support up or down based on your needs.

Contact us to learn more  
[catalyst.concentrix.com/contact/](https://catalyst.concentrix.com/contact/)