

## News Brief...

### S&H Solutions hones segmentation with Fair Isaac

Loyalty solutions provider S&H Solutions has installed Fair Isaac Corporation's marketing analytics technology to further hone its marketing services. The new customer segmentation capabilities and product affinity analytics are expected to help S&H Solutions' grocery partners in their customer retention and acquisition initiatives. S&H Greenpoints, one of the programmes in the S&H Solutions portfolio, is a real-time rewards programme offering its 10 million+ members a number of ways to earn rewards on everyday purchases at participating stores and merchants, as well as online. With Fair Isaac's analytics, S&H Solutions will help retailers refine their offers to Greenpoints members.

**For additional information:**

- Visit S&H Solutions at <http://www.shsolutions.com>
- Visit Fair Isaac at <http://www.fairisaac.com>

Sources: *Fair Isaac Corporation; S&H Solutions*