Széchenyi Plan Plus
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Government of Hungary

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Széchenyi Terv Plusz

Digital Renewal Operational Programme Plus (DIMOP Plus)

R&D | DIMOP PLUS

DIMOP_PLUSZ-1.1.2/B-24-2025-00100

Beneficiary: Antavo Informatikai Kft.

AI-Based Loyalty Program Platform Development

Loyalty Cloud powered by Agentic AI

Antavo is developing an AI-powered Loyalty Cloud platform using agentic AI technology, automating and optimising the full lifecycle of enterprise loyalty programmes.

Three AI Agents at the Core

1 Loyalty Consultant AI

Loyalty Consultant Agent

Designs loyalty programme structures, rules, rewards and campaigns based on brand-specific context.
Augments the work of external consultants and business analysts.

2 Loyalty Data Analyst AI

Loyalty Data Analyst Agent

Answers data questions in natural language and generates charts.
Root-cause analysis and data-driven optimisation recommendations.

3 Implementation AI Agent

Implementation Agent

Autonomously configures and executes loyalty programme settings in the Loyalty Engine based on user-defined objectives, with human-in-the-loop oversight.

Key Project Details

Beneficiary
Antavo Informatikai Kft.

Project ID
DIMOP_PLUSZ-1.1.2/B-24-2025-00100

Project Period
15 Apr 2026 – 14 Apr 2028

Grant Awarded
247,088,969 HUF (61.48%)

Total Project Cost
409,491,753 HUF

Funding Body
Ministry of Energy / ERDF

"This project is implemented with the support of the European Union, co-financed by the Hungarian State."

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