

REWARDS SOLUTION

Reward and Retain
Customers for
Maximized Outcomes

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Introduction

Loyalty Programs have become mainstream for organizations as they strive to keep their customers engaged. Leveraging loyalty programs to deliver personalized customer experience is a valuable strategy in the arsenal of organizations to improve customer engagement and brand value. It is essential for organizations to understand top drivers of customer loyalty in an effort to achieve desired outcomes from loyalty programs.



Drivers of Loyalty

- Brand Trust
- Emotional Engagement
- Customer Acquisition
- Growth Opportunity
- Aspiration and Exclusivity
- Personalization



Outcomes of Loyalty Programs

- Reduced customer churn
- Increased customer wallet share
- Increased upselling and repeated business
- Higher customer retention and stickiness
- Higher profits through reduced customer acquisition cost
- Maximized customer lifetime value

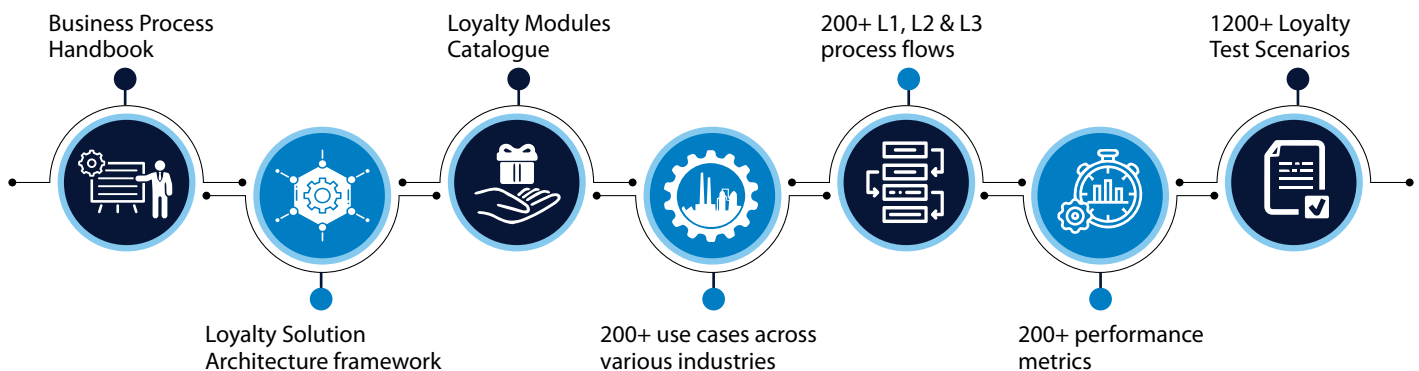
Loyalty COE

The **Loyalty Centre of Excellence** supports organizations to attain maximum results by leveraging specialized deep industry expertise, accelerators, tools, and best-in-class solutions. It has a unique and comprehensive set of offerings aimed at providing strategic direction to organizations and helping them optimally execute their Loyalty Program strategies. Our offerings can be reconditioned and reimagined to meet any organization's unique expectations.

COE Offerings



COE Repository



Rewards Solution

“Cultivate Emotional Engagement with Customers, Create Value and Returns “

Rewards Solution is an easy-to-use plug-and-play solution for organizations across all lines of businesses. It helps them envision, apply customized solutions that are best fit based on the needs of their marketing teams. This

solution covers all the pre-requisites of a Loyalty platform, from establishing the core loyalty framework to measuring the success of campaigns and offers. Rewards Solution also provides end-users with a frictionless

experience and supports sophisticated functions like business analytics, usage tracking, executive reporting for insights and decisions.

Below are some of the capabilities and benefits of Rewards Solution

Capabilities



Portals

Ready-to-use, integrated portals for campaign managers, partners, and customers



Campaigns

Customized and personalized promotional campaigns



Rules Engine

Advanced customizable rules that drive reward points calculations



Promotions and Offers

Personalized offers, promotions engine, and gamified offerings



Mobile App

Prebuilt APIs to integrate with mobile applications



Dashboards and Reports

Real-time analytics and structured reporting providing insights for decision making



Points Bank

Holds customer information, points balance, and activity logs



Reward's Catalogue

Scalable online merchant ecosystem to redeem offers and make purchases

Benefits



Customizable

Easy to customize as per the need with little or no involvement of development teams



Quick Time to Market

Ready-to-use loyalty features allowing ease of market penetration.



Seamless Integrations

Robust architecture and comprehensive APIs enable easy and efficient integrations.



Scalable Solution

Built on modern architecture, capable of handling the large volume of loyalty program interactions



Regular updates

Keep the program in tune with the latest market trends and up-to-date features with regular updates.



For more information, contact askus@infosys.com

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