



REWARDS SOLUTION

Infosys[®]

Introduction

Rewarding customers for their loyalty and patronage shown towards the brand has been one of the key success mantras for leading institutions globally. Infosys has been working with many of its clients across industry verticals to support and implement similar solutions that not only enhances customer experience, but

advocates their brand. This experience led us to embark on building a nimble plug-n-play solution that many of our existing clients leverage.

Our Loyalty Centre of Excellence was established in the year 2011. Since then, the Loyalty CoE has been working to build

solution offerings, provide consulting services and support customers. These solution offerings have been deployed in various initiatives and have been periodically refreshed based on the learnings from various engagements.

Solution offerings

Repository of 100+ L1, L2, and L3 process flows

Repository of 200+ performance metrics / business drivers for CXO Dashboard

Loyalty modules and business process decomposition Matrix

Repository of 1,200+ loyalty test scenarios

Loyalty Solution architecture framework

Repository of 200+ use cases

Loyalty courseware and certification

Exclusive process flows for offers

Our areas of expertise include:

Strategy and consulting

Product evaluation and implementation

Support and maintenance











Rewards Solution

The Infosys loyalty rewards solution is a home-grown solution addressing all areas of customer brand loyalty and advocacy based on studies and findings from

across multiple industries. This platform provides the unique value proposition of jumpstarting loyalty programs of any level of maturity and spread. Built on a core

robust framework, this platform leverages numerous aggregators and accelerators to provide ease of integration.



 Points bank	Maintains customer information; Tracks point balances including earnings, redemptions, expirations, and transfers
 Redemption	Customers can view available offers and make purchases by burning available points
 Offers	Create personalized offers to engage customers and increase cross-selling
 Portal	Customers, through member portal, can view point summary, order history, offers, and update their profile details. Admins can manage partner onboarding, management, and servicing
 Rewards catalog	Manage catalogs that customers can use and place orders, thus driving increased response rates and redemptions
 Reports	View online reports to measure performance of loyalty programs, customer offer redemptions, inventory, etc.
 Rules engine	Calculate reward points to be credited to customers based on configurable business rules
 Campaigns	Manage campaigns to highlight new and existing products or offers specialized for a specific group of customers.



For more information, contact askus@infosys.com



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