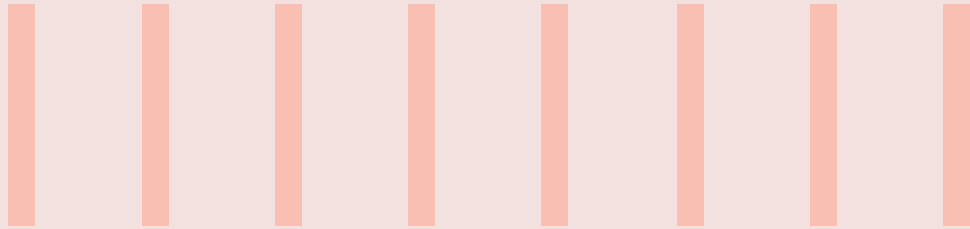




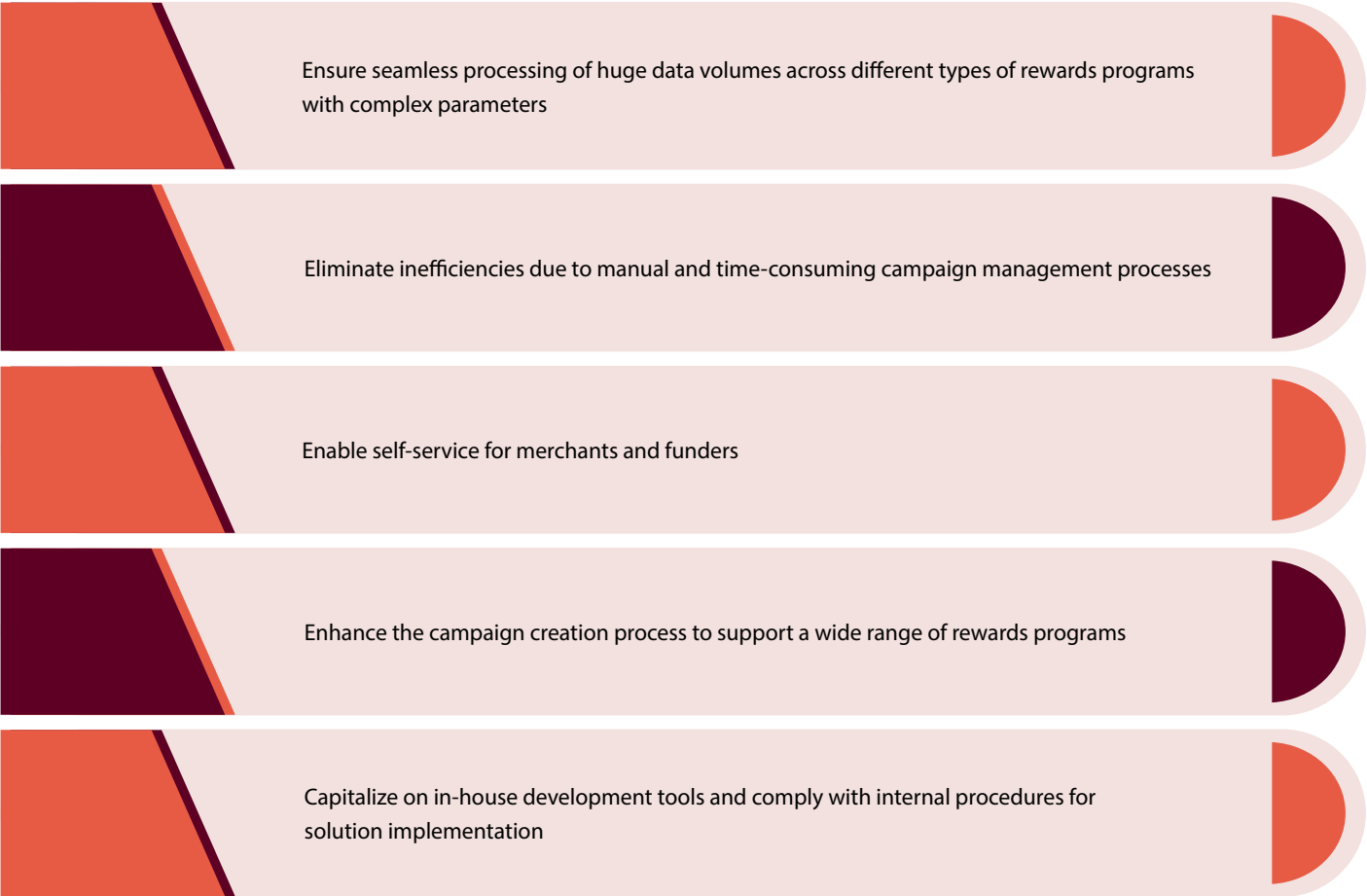
AUTOMATED REWARDS MANAGEMENT PLATFORM DEEPENS CUSTOMER LOYALTY

INFOSYS SOLUTION ACCELERATES REWARDS AND CAMPAIGN
MANAGEMENT AT E-COMMERCE ENTERPRISE



A leading online retailer with operations in 20+ countries serving more than 200 million customers faced challenges in managing its rewards program ecosystem. The retailer's footprint spans web services, subscription service and e-Commerce. The wallet and peer-to-peer transaction services of the retailer support financial transactions and payments across platforms. Consequently, the rewards and campaign management solution is linked to a broad network of merchants and funders.

A world-class loyalty program enables retailers to attract and retain customers, cultivate loyalty, and increase wallet share. Infosys redesigned the existing rewards and campaign management application. The business imperative:



A robust rewards system

Infosys developed an automated rewards and campaign management platform, and migrated a huge volume of data from multiple downstream and upstream applications. Our team created three modules to address business requirements by leveraging existing tools (Figure 1).

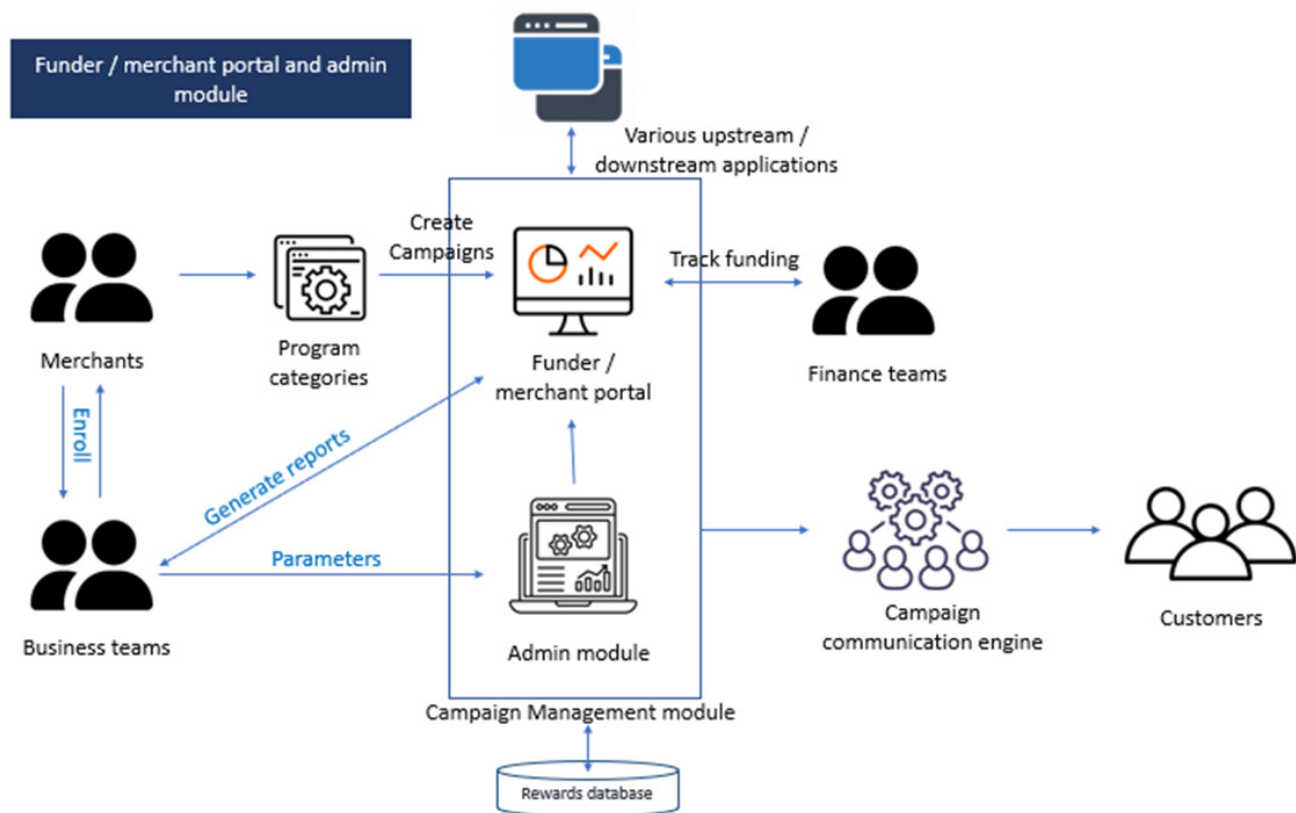


Figure 1: Solution overview



Merchant / funder module

The intuitive user interface of the module enables merchants and funders to create campaigns and configure parameters for rewards. The self-service portal allows merchants to set the start and end dates of campaigns, and track transactions as well as benefits of each campaign. The module facilitates tracking of campaign funding and related factors, and settlement of past and existing campaigns. Notably, our team implemented a multi-user access control system to safeguard data.



Admin module

This module contains the set of rules for each rewards program and allows business users to add / remove parameters for specific customers. Automated scripts simplify addition and deletion of program and customer parameters. Our team incorporated access and approval workflow into the admin module to boost application security.



Business intelligence (BI) module

The BI module automates reporting across key performance indicators. It captures and displays real-time customer data to merchants, funders, and business users at the retail enterprise. It allows teams to generate reports across campaigns and rewards programs at designated intervals and share them with stakeholders.

Automation simplifies loyalty management

The Infosys solution enables the retail enterprise to readily launch and manage multi-channel loyalty programs, benefiting more than 100 million customers. The automated platform allows merchants to configure program parameters and execute their loyalty programs alongside retailer-funded programs, without adding to the workload of the campaign management team of the retail enterprise. Further, intuitive UI of the platform enhances the user experience and reduces merchant onboarding time by 50%.

Automated campaign management processes enable the online retailer to manage huge transaction volumes. It also accelerates turnaround time by 2x to create campaigns and offers. Significantly, automated campaign accrual and redemption drives one-third reduction in reconciliation and payment processing time.

For more information, contact askus@infosys.com



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