

Maximize customer lifetime value with bespoke loyalty management system



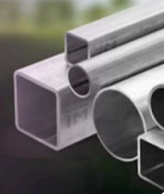
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Overview

Loyalty Management System

A Telemedicine solution that connects patients, doctors, and life sciences companies to address multiple unmet needs for each stakeholder using digital and AI/ML technologies.

Client

A prominent engineering and investment firm with decades of experience provides innovative solutions in utilities and infrastructure. Renowned for its dedication to excellence and sustainability, the company maintains a broad network of services throughout Oman and the Middle East, setting industry standards for efficiency and customer satisfaction. In addition to engineering and infrastructure services, the firm provides complete utility payment services, which simplify and streamline the payment process for customers. Through strategic investments and advanced technology, it continually advances utility management and engineering solutions, significantly impacting regional development.



Requirement

Our client approached us with the goal of elevating their customer experience and fostering long-term loyalty. They sought a comprehensive loyalty management solution that would not only increase customer satisfaction but also strengthen customer retention rates while seamlessly integrating with their existing systems and processes. The primary objective was to create a rewarding experience for their valued customers without disrupting their current operations

Challenges

One of the main challenges we faced in developing the loyalty management system was establishing a scalable system architecture.

Despite having substantial expertise in loyalty programs and a developed platform, we needed to make significant customizations to meet the specific customer requirements. This involved designing an engaging and beneficial loyalty program that would attract customers and offer them tangible rewards, setting the tone for future enhancements and long-term success.

■ Enhancing Brand Identity

Elevating brand identity and market position through a loyalty program aligned with their unique brand values.

■ Elevating Customer Service

Empowering the client's team with efficient tools for prompt query resolution and long-term relationship building.

■ Customer Data Insights

Gathering and analyzing customer data to derive actionable insights for personalized engagement.

■ Seamless External Integrations

Ensuring seamless integration with external systems while maintaining data integrity

■ Reconciliation and Data Accuracy

Implementing robust reconciliation processes for accurate reward point calculation, redemption, and reflection across various touchpoints.

Solution

We developed a scalable, robust and customized loyalty platform that enabled the client to easily configure their loyalty programs. Seamlessly integrating with the client's existing systems, this platform ensured smooth data reconciliation and provided an effortless experience for customers.

■ Robust Loyalty Platform

We built a comprehensive loyalty program and easily integrated it with existing systems to ensure smooth reconciliation and a flawless consumer experience.

■ Seamless Customer Experience

Our focus was on configuring intuitive loyalty rules for effortless earning and redemption, ensuring uninterrupted customer engagement.

■ KYC Flexibility

Implementing KYC during redemption enhances customer convenience, allowing seamless earning of rewards.

Results

Post-implementation of the customized loyalty management solution, the client derive significant financial and operational benefits.

■ Increased Transaction Volume

Within six months, transaction volume surged by 31.73%, demonstrating the program's effectiveness in driving customer engagement.

■ Improved Customer Retention

The client witnessed better customer retention rates, solidifying long-term relationships.

■ Customer Engagement and Rewards

Engaging reward structures, customized rewards, and personalized experiences increased customer satisfaction and loyalty.

■ Enhanced Customer Spending

Transaction amount per user rose by 18.29%, indicating increased customer loyalty and spending.

■ Strengthened Brand Advocacy

Higher transactions and spending led to increased brand advocacy and a stronger market position.



Business benefits

By implementing the loyalty management solution, the client stands to gain several significant benefits that positively impact their business.

- Enhanced customer engagement and retention.
- Increased transaction volume and user spending.
- Improved customer satisfaction and loyalty.
- Streamlined loyalty processes.
- Strengthened brand advocacy and market position.
- Long-term business growth and success.

About Aufait Technologies

Aufait is a trusted software product engineering and digital transformation partner that empowers enterprises to transform ideas to commercially successful products and run highly profitable businesses. We help organizations adopt disruptive technologies such as AI and ML, Enterprise 2.0, Mobility and Cloud.

Aufait offers end-to-end enterprise solutions; from concept to design, design to development and implementation, to product launch and continued high-impact digital marketing services to transform your idea to a unicorn, Aufait Technologies is your one-stop destination for all IT solutions.

As a Microsoft Gold Partner with Portals and Collaboration competency and Yammer affiliate, Aufait offers enterprise solutions such as Intranet/Internet Portals, Document Management Solutions (DMS) and Workflow/BPM solutions around SharePoint and Office technologies.

Organization
Aufait
Technologies

Contact info
info@aufait.in

United States
#1041, 20289 Stevens Creek
Blvd Cupertino, CA 95014

+1 (408) 878 6244

Bangalore
No 198, CMH Road, Second
Floor, Suite No 1322,
Indiranagar,
Bangalore-560038

+91 623 560 0444

Calicut
Sahya building, Govt.
Cyberpark, Calicut - 673014

+91 956 755 5110