



Loyalty & Reward Management Solution

Overview

Loyalty and Reward management system helps businesses to retain their best customers by rewarding them with highly contextual, personalized rewards

- Assignment of Membership status to customer.
- Manage complete life cycle of reward points.
- Seamless integration with vendors for E-Vouchers/
Reward point utilization
- System having High availability and High Performance.

Features

Membership Lifecycle Management

- Assignment of Membership status to customer at the time of registration
- Configurable rule based membership lifecycle management i.e. upgrade, downgrade, cancellation etc.
- Maintenance of historical data for audits and compliance

Reward Points Management

- Facility of crediting bonus points to new customers at the time of registration
- Manage rewards based on defined rules and payment criteria – On-time payment, Grace period, etc.
- Lifecycle management of reward points

Integrated Buzz Rewards Mobile App

- Buzz Reward Mobile app provides customers a holistic view of reward program
- Self-serve mobile Application available on iOS and Android platform
- Seamless integration with vendors for E-Vouchers/Gift Code/Reward point utilization

Features(Contd.)

Flexible Reporting

- Flexible reporting to provide easy and unified view of customer behavior
- Dashboard presenting comprehensive snapshot of application and performance
- Configurable PDF and Excel reporting engine

Seamless interoperability with Core Business

- Generic integration framework to collaborate with any existing business systems like identity Access Systems, Customer acquisition module , Loan Management System , Mobile Apps and Retail Applications
- Ensures easy fault isolation and ability to scale at a rapid pace

Micro Service Architecture

- Suit of small services which are loosely coupled, independently deployable and communicating with each other to perform single business task
- Ensures easy fault isolation

Loyalty Web Application & Buzz Rewards Mobile App - Dashboard



Thank You



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