



Case Study



Icreon

Loyalty Points Program

Online Points Redemptions and Rewards System

WIN | WIN had a requisite for a B2B Loyalty Program that allowed companies to reward their customers/ trade partners or staff by issuing points which are redeemable against a collection of excellent rewards sourced and delivered by WIN | WIN. Icreon Communications realized the unique requirement of the client and came up with LoyaltyPoints.ie. It is a web based application that will support online shopping by account holders through their reward points.

Customer Profile

Our customer, WIN | WIN, is a leading Ireland based company. They provide Travel, Lifestyle and Leisure rewards to the employees/partners/customers of registered companies.

Business Requirements

The client is a reward redeeming firm specializing in providing:

- Travel Rewards
- Lifestyle Rewards
- Leisure Rewards

They wanted a flexible, scalable, online loyalty rewards system. A solution that will be usable for a variety of different clients, who wish to give their customers/ partners/employees points for achieving certain goals.

Points thus gathered by customers/ partners/employees can be redeemed for rewards. This web based application had specialized features for Companies who want to set up a program where customers or channel partners, spend regular amounts. This points system will reward the accounts for their continuing loyalty, and encourage accounts to increase their business with the company.

This program has been set up to be a flexible solution, which typically requires minimal upfront costs for the Company, and will result in both increased loyalty and increased business for the Company.

Rewarding Solutions for Higher Dependability

LoyaltyPoints.ie was aimed at providing a platform for companies planning to reward their customers, working partners or their employees through points which were redeemable for travel, lifestyle or leisure rewards.

The application has the following important features:

- The user interface for different companies should be unique with their own registration procedure for their particular accounts.
- Single point administrative console facilitates in registration of companies.
- Super Administrator is empowered to view and edit any company's account base.
- There is a provision of a Leader Board where companies can post a list of the highest achievers to promote competition.
- Tax evaluation of the reward points is also easily handled by the company administrator.
- The Super Administrator is empowered to create a supplier group for supplying the reward products.
- Batch Category of reward items can easily be created by Super Administrator by importing excel files with specified features.
- Super Administrator can modify the reward list according to a company's unique requirements.

The following are the unique technology features of LoyaltyPoints:

- The application is based on Three-tier architecture.
- Integration of a shopping cart enables a fluid redemption of points to accounts.
- Customized templates have been incorporated in this web application for Newsletters, Products and Point Expiry notifications.
- The Super Administrator is enabled to create Company Administrator and can assign certain access points.
- Company administrators can create user accounts for their unique customers/partners/employees.
- Each Company Administrator gets its own customized landing page once it registers with the Super Administrator.

Technologies used in developing this application are:



Summary

Through a single framework, WIN | WIN wanted a customizable reward redemption solution for their client so that they could cater to various entities of the companies and promote an environment of healthy competition by rewarding points to the entities.

The deployment of the LoyaltyPoints solution will enable the clients of WIN | WIN to award its customers/ partners/employees points for achieving certain goals.