



## Case Study



**Icreon**

# Peoplevalue

An online reward points and redemption system

**Peoplevalue, a UK based company, operates a B2B points system wherein clients can reward their employees, members or customers with points that can be redeemed online for items offered by various Peoplevalue partners. Peoplevalue were using a back-office module to manage this system, which they wanted to migrate to the JPA framework to do away with the problems that they were facing with the existing application. Based on these requirements Icreon developed the all new back-office application.**

## Customer Profile

Peoplevalue, a UK based company, specialise in developing and providing benefits and reward systems to customers.

## Business Requirements

Peoplevalue have a website wherein employees, members and customers, of clients who have registered for their benefits program, can redeem their points online. To manage the website and to track the orders placed, Peoplevalue were using a back-office application. However, there were several problems with the existing system, chief among being the high load time and resource heaviness. To do away with these problems, they wished to redo the application. The solution was required to be integrated and synchronized with their existing website. Facilities for Peoplevalue staff to manage and service their customers were also required.

## A solution to manage an online reward points and redemption system

Icreon developed the revamped back-office application on the JPA (Java Persistence API) framework. The solution provides Peoplevalue with an easy to use, robust application to manage their online benefits program.

The back-office application can be used by Peoplevalue staff to create partner profiles and populate the partner catalogues. Clients can register for the program through the website. The product catalogues that are to be made available to each client can also be customized. The employees, members or customers of registered clients can browse through the available catalogues and redeem their points against purchases. The details of all orders placed are available in the back-office application. Peoplevalue staff can process the orders and update their status accordingly.

The application can be accessed by various types of users, distinguishable on the basis of their roles. The modules that each user can access and the tasks they can perform are based on the permissions assigned.

The various modules available in the application include:

**System Users:** Can be used to create and manage the various back-end user accounts and grant them access to specific modules.

**Customer Service:** Members of the customer service team can access this module to view the details of all customers and the orders placed. An exhaustive search feature has been provided which allows the users to easily track customers and orders. A customer's profile includes his/her general details (such as name, address etc), order details (the details of all the orders that they have placed), points usage, and the activity history within the website. The details of the queries posted by the customer and their resolution details are also available. Options to symbolically represent the customers' satisfaction level have been provided, thereby enabling other staff members to know at a glance the customer's satisfaction level.

**Order Management:** Staff members, with the necessary permissions, can view and process all the orders placed by customers. The facility to generate and download (as a Word document) delivery notes, for orders, has been provided. The order details can also be exported as an Excel document.

**Content Management:** All content appearing on the website can be managed through the back-office application. The content management section can also be used to setup the partner pages and manage the content appearing on them. The product catalogues for the partners can also be managed. Peoplevalue have a variety of schemes in place, the options to exclude a partner from a scheme are also provided.

In addition to developing the back-office application we are also working on a database synaptic layer for the catalogue and redemption sections of the Peoplevalue website.

**Technologies used in developing this application are:**

**JPA**

**Servlets**

**JSP**