

EXPERIENCE DESIGN

for an Indian Startup & Loyalty Solution Provider



Services: Consulting & Strategy, Digital Experience

OVERVIEW

The customer is one of India's Premier Loyalty Technology and Solutions Company. It now has over **2000+ Retail Alliances** in India and abroad with access to over 10 million rewards globally, making them one of the most exciting and fast-growing loyalty companies in Asia.

CHALLENGES



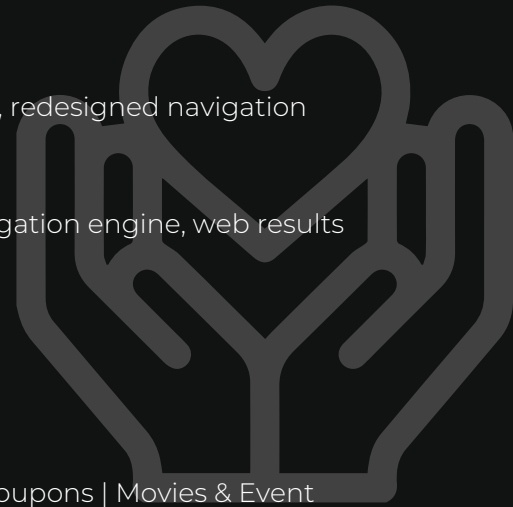
The client wanted to customise and provide its Loyalty management solution to one of the largest banking group in Middle East and one of the largest private banks in India



The portal, screens and performance needed to be world class while capturing and enabling top end UX, leading to customer satisfaction, enhanced usage of their Loyalty solution and repeat visitors

SOLUTION INNOVATION

- 1 Build cohesive components to augment Digital & Brand strategy
- 2 User experience design – prototype, visual design, targeted content, redesigned navigation
- 3 Optimized for responsive screen sizes on all major browsers
- 4 Engineering & Performance optimization of partner search & aggregation engine, web results
- 5 Application development, Integration with major B2C portals
- 6 Defined the customer journey on the existing system & designed each consumer-focused online solutions
- 7 The overall solution touches multiple portals
- 8 Shopping | Flight booking | Hotel booking | Car Booking | Deals & Coupons | Movies & Event
- 9 Technology Used: Java, Hibernate, AngularJS, Html / CSS / JS



OUTCOMES

- > Loyalty portals rolled out to multi-million subscribers in India and globally
- > Partner integrations and rewards accumulation from 1000+ partners
- > Superior UX leading to enhanced customer experience & retention



>30%
Portal performance enhancement



10Mn+
Subscribers of loyalty programs enabled