Case Study: Direct Energy

Direct Energy is a leading energy company with more than 4 million customers. Their objective was to create a high impact loyalty program for multiple segments of their customers - each with its own loyalty objectives and rewards budget.

Highlights

- ✓ Integrates seamlessly with an existing customer portal to authenticate users.

- ✓ Personalized points, rewards, tiers and notification rules based on customer segmentation.

- ✓ Branded loyalty dashboard which is automatically personalized based on a user's segmentation.