NDOT Technologies PVT Ltd

Connected Commerce

Case Study

Case Study

Attracting Customers through Loyalty Program

Get real-time, instant access to deals, coupons, rewards, gift cards, etc which are offered to regular customers wherever they are by their favorite local business.

Industry: E-commerce

Technology Used: Kohana, jquery, ajax, CSS

Client

The client is an ecommerce loyalty solution provider who has vast experience in this field. It is known for giving innovative rewards to its loyal customers and knowing the pulse of their needs.

Challenge

The client wants a loyalty program where the customer gets points based on the amount that he or she has spend. It also wants a program where customers gets reward based on certain action that they perform. In addition to that the customer should gets points after a certain number of visits. Plus the website has to be interactive and easy to navigate. Also the clients wants to know what kind of products the customer buys and the from which manufacturer.

Solution

The following loyalty programs were created for the customer

- Points Per Dollar Loyalty Program:- Here the client gets points based on the each dollar that he or she has spend. Double Days system was incorporated in this program where the customer would get double points for making purchase on a particular day or time.
- Action or Event Loyalty Program:- In this loyalty program the customer gets reward for completing a particular action.
- Number of Visits Loyalty Program:- This loyalty program awards customer points when he or she visits the website a particular number of times. The client doesn't need to manually keep an account, as this loyalty program itself keeps a track of it.
- Buy X, Get Y Loyalty Program:- Just like the name suggest, this loyalty program gives the customer a product when he or she buys a particular product.
- Store Value or Gift Card Program:- Here the gift card is merged with the loyalty card. In a simple terms, a gift card is assigned to a loyalty card. The customer can easily use the gift card when he achieves certain loyalty points.
- Cash Back Program:- This cash back program ensures that the user gets a certain percentage of

cash as refund from a particular merchant. Even if the customer wants he can transfer a certain percentage of the refunded cash to non-profitable and charitable organizations.

HIGHLIGHTS

Challenge:
  1. Creating an innovative and interactive loyalty program.
  2. Allow the customer to get points based on the amount of dollars he or she spends.
  3. The customer also has to get loyalty benefits after performing some action.
  4. Also the customer should get cash back loyalty.
 	
Solution:
  1. Created an easy to use and follow loyalty program.
  2. Point per dollar loyalty program introduced.
  3. Action based loyalty program was incorporated where customer got certain benefits after performing certain action.
  4. Well-built cash back loyalty program build for the satisfaction of the customer.

Benefits

The key benefits upon implementation of Ndot's loyalty program
1. Innovative and easy to follow loyalty program.
2. Easy to understand loyalty program.
3. An excellent means to attract new customer and retain the old ones.
4. Know more about the preferences of the customers.

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