



NDOT Technologies PVT Ltd

Udaya Spices

Case Study

Case Study

Points Based Loyalty Program

Allowing buyers to get unlimited points and deals that enhance their shopping experience and help them to go on an everlasting shopping spree.

Industry: E-commerce

Technology Used: Kohana, jquery, ajax, CSS

Client

The client Udaya Spices is a well know shopping mall located in Australia. Doing business for more than a decade, the client has know to provide interactive ways and means to enhance the shopping experience of customers.

Challenge

Currently, the client is in need of a loyalty program where once the customer gets registered, he or she will get a loyalty card. Using the loyalty card, the customer earns points and gets loyalty offers and deals. Plus the loyalty offers should be easily integrated in the social networking sites.

Solution

As per the customer's need, we created a simple and standard loyalty program. As soon as the customers gets registered with the website, he or she will get a loyalty card. This loyalty card can be used while shopping to earn points. Whenever the customer uses the loyalty card, his or her points increases and they become eligible for loyalty offers. Plus we even created daily deals where customers can easily check and purchase the deals and offers. Social network integration of the loyalty points were also done by us.

HIGHLIGHTS
<p>Challenge:</p> <ol style="list-style-type: none">1. Creating an innovative and point based loyalty program that is easy to use.2. Once registered the customer gets loyalty card.3. Each time the card is used, points have to be generated.4. Social media integration of the loyalty points

Solution:

1. Created a point based loyalty program that was innovative and easy to use.
2. Registered customer received loyalty card which generated points when used.
3. Once the customer received sufficient point, he or she becomes eligible for loyalty offers.
4. These offers can also be integrated into social networking sites.

Benefits

The key benefits upon implementation of Ndot's loyalty program

1. User-friendly loyalty program.
2. A innovative and easy means to attract customers and retain them.
3. Provide them a means to know more about the business.
4. Social media integration of the deals and offers.

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