A Proposed Mobile App to Manage Customer Loyalty

Objective: To engage more customers through a dedicated mobile application

Proposed Solution: A Proposed Mobile Application to manage customer loyalty

Summary: It's frequent now for retailers to utilize a mobile app to manage loyalty programs, but the concept of a mobile application centric Company Rewards & Loyalty management program, would be a new feather out of the box. Organizing the program through a loyalty app would make it drastically easy for customers to say no punched cards, nothing to forget or lose, and the all-important no sign-in required. In order to earn loyalty points (or feathers, on their shoulder), it would be mandatory for the customers to pay through the mobile app. Centralizing such customer interactions in this manner would create a goldmine of data offering key insights on consumer behavior.

Expected Response: 7 out of 10 customers would download the loyalty program app

Mode of promotion: The invites to download the app would be sent through an SMS

Expected Activity: More than 80% of the customers are expected to use the app to check their loyalty points at least once a week. Around 40% of the loyalty app users are expected to use the app frequently i.e. at a frequency of more than 3 times a week.

Estimated Overall Success: The partner or client in question is expected to achieve a significant increase in the number of repeat customers owing to a proposed

dedicated loyalty management program which focuses on the customer's preferences and minimizes over promotions. The simplistic approach helps the client in promoting its brand by not crossing the line of being too pushy!