

India's Largest Loyalty Management and Customer Rewards System

The Client

The client is India's largest business house in customer rewards and loyalty management. It offers products at affordable points in a self-service online shopping format which deals in fashionable, affordable and stylish products that can be picked based on customer needs. With a customer base of more than 3 million and merchant base of a few thousand this program brings together a substantial mass making it as India's first and truly national multiple partner loyalty and consumer rewards program. The points that a consumer earns is because of their spend which is not restricted to one brand or shop but thousands of brands available in India.

Business Need

Since this program involves thousands of partners and over 3 million users it brings its own complexities on the table. The client had to achieve their goal of connecting millions of users to an online rewards program. On top of building a new system there was a necessity of an effective integration of an existing system. The company realized that going in for an upgrade of the old system would not be enough to meet the new challenges. Adding web functionality to streamline the processes in the new system, including detail User Management, Points Management, Purchase Ordering, Cart Management, Catalogue Management, Survey Management are some of the important features which were developed. While this would undoubtedly be far more efficient in terms of performance, user-friendliness and security, the company also needed the more tangible cost benefits that greater automation would bring in.

The company was looking for a system which can consume the thoughts of their CMO office (Chief Marketing Officer) and product management team to stay ahead in the online consumer rewards program market.

Challenges

The solution was addressed to two sets of people – one from diverse geographies in India and two – for client's internal staff who would manage the system. It therefore had to be easily accessible to its large Indian audience, offer user interfaces with a local touch and at the same time be user-friendly, scalable and secured. At the same time for internal users it had to act as an interface to model the rewards program based on time of the year.

Apart from this, the solution had to address the following specific challenges:

- ❑ Stragure project team had to first understand the impact of writing the system from scratch.
- ❑ Stragure had to integrate the client's existing customer base which was over 2 million from their legacy systems into the new web based world, which was an intensive task.
- ❑ Stragure had to start from scratch and build a complete IT platform, that is both highly scalable , complex and secured , but against an immovable deadline and a tight IT budget
- ❑ Stragure team planned and delivered a support process for the clients BPO and support teams which got integrated with the system.

Our Solution

With team strength of 6, Stragure managed to communicate well and move at pace to meet the strict project deadlines. To facilitate a complete and timely completion of the project Stragure ensured that key members from the client's teams were included at all levels of planning and deployment. Stragure knew from experience about the importance of a project sponsor in the success of any project. The entire web based solution was developed to manage the program. Stragure was involved in everything from initial consultancy, advice on software and data management, design of the software architecture, technology choices, system development, system integration, UAT go-live and post go-live support.

The Technical Challenge

The biggest challenge was to make a scalable system which is excellent in performance. With high number of concurrent users at any point of time system was built in such a way that the average loading time of almost all the pages is not more than 3-4 seconds. A well thought and tested system architecture would give the scalability and robustness required to support the expected demand. Security of the system was another challenge which was met by exposing the secured part via web services in boxes which were made black to the outside world apart from making sure that we followed OWASP guidelines. The system was a technical challenge to build as it needed to interface with thousands of vendors, needed a local look and feel, promotion mechanisms were needed to be integrated with partners, user's rewards management, point balance, refund and many other transactions that were required to be updated real time.