

CASE STUDY

Loyalty Management System for a leading Financial Services provider

Client Overview

The client is a leading Financial Services and General Purpose Reloadable Prepaid Debit Cards provider in the USA.

The Challenge

The client needed a robust loyalty and reward management system to help with their customer retention.

The Solution

Opus adopted a phased approach to implement a Loyalty Management System to understand the crux of the situation well and keep up with the pace of changes the client was undergoing.

The solution catered to loyalty points control, multiple consumer transactions to attract loyalty points, configuration of reward points and redemption plans, displaying loyalty points, administration, and authentication.

Opus constructed a responsibility matrix that helped the clients get an industry overview on the tasks and responsibilities of the key players in the entire loyalty management system. A modern web application was developed for file uploads, customer segmentation, loyalty plans and administration module. Opus also provided a two factor authentication mechanism for logging into Loyalty Management System.

Benefits Delivered



The solution served as a one stop shop for the client for loyalty points management, accumulation, configuration, and redemption.



It helped the client plan their customer migration better and faster thanks to the phased implementation.



It gave consumers the freedom to collect rewards at their will and choose between multiple options available for redemption.



The solution was secure and reliable.