POS & loyalty backend integration enhances customer experience

SITUATION

Inability to fully deliver on a superior customer experience due to technology bottlenecks and less than adequate internal operational processes.

IMPACT

Customer dissatisfaction leading to loss of revenues. Unable to fully leverage a growing loyalty membership base and a strong but diverse set of brands.

RESOLUTION

ITC Infotech integrated the POS system with the back-end loyalty system, enabling immediate redemption of loyalty points leading to, not only improved customer satisfaction and experience, but also addressing the internal inefficiencies in their redemption processes. By addressing operational challenges in a structured manner, there was a marked increase in efficiency leading to a reduction of support volumes by 70%.

The Customer

A USD 4.7 billion retail group with over 40000 employees supporting retail operations across 11 countries and over 1000 stores.

Challenges

- While the retail customer has experienced a strong CAGR of over 20% as of 2012, they were keen to enhance share of wallet by customer and also cross leverage their increasingly diverse set of brands. While they had rolled out a fledgling loyalty platform, they were looking for a strong partner with both the business and technology experience to bring stability to the Loyalty implementation and help them scale their loyalty platform.

- On the business side, the loyalty members had to wait for over 3 months to receive their redemption vouchers leading to an inefficient usage of their loyalty platform – as opposed to redeeming at the point of sale (POS). This was also severely impacting overall customer experience.

- The retail giant also had a fairly complex manual task of generating redemption vouchers every quarter, distributing them across 7 countries in the GCC(Gulf Cooperative Council) where the Loyalty program was operational, and reconciling the redemption data from the various stores.

Solution

ITC Infotech's rich domain knowledge of the retail industry and expertise in Siebel Loyalty was called upon to resolve internal operational challenges to better manage and support the system in sync with enhanced Siebel marketing solutions.

ITC Infotech integrated in-store systems and loyalty engine to enable support for multi-currency transactions and speedy processing of redemption requests from customers. By undertaking a root-cause analysis of factors affecting operational efficacy, ITC Infotech was able to significantly bring down support-call volumes for the loyalty program. The result was an efficient loyalty platform catering to customers' ongoing redemption and conversion requests in a speedy and cost-effective manner.

ITC Infotech will be implementing Loyalty on Mobile and Kiosk application in partnership with other vendors.

Benefits

- Superior customer experience by integrating POS with the loyalty engine

  - Improved effectiveness of the loyalty program by providing customers a complete real-time view of point accrued & the ability to instantly 'earn & burn'

- Increase in operational efficiency and process enhancements lead to 70% reduction in support costs

- The Loyalty program current supports 2 million members across 7 countries and over 900 outlets

Highlights

- Conducted technical and process audits on as-is state and provided recommendations for application and business process improvements

- Introduced major enhancements, Level 2, Level 3 support from offshore: Bug Fixes, Operational Support, Technical Consultancy, Release Management, Quarterly Releases

- Developed web services and fixed issues to facilitate Member Portal Website re-launch

- Extended services to major developments: Instant loyalty redemption enabled by integrating Siebel Loyalty in real-time with the legacy POS system

ITC Infotech's Loyalty practice

ITC Infotech offers CRM solutions and services globally to clients across a wide variety of products such as Siebel, CRM OnDemand, Peoplesoft, OBIEE/Analytics, among others. A Platinum level member of Oracle PartnerNetwork, ITC Infotech has implemented Siebel Loyalty for the airlines industry, for the hospitality industry and for a coalition loyalty program encompassing hospitality & retail companies; and provided BPO services using Siebel CRM & Loyalty platform. The company's Oracle CRM Practice has expertise in Sales, multi-channel Marketing, Services/Call center, across industries.

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