Gamified Customer Loyalty Application for Retail

Project Overview

A gamified customer loyalty application that enables the client to customize the latest deals and digital offers for their customers while increasing user engagement and customer retention.

The solution helped the client to run targeted promotions using improved customer data and implement personalized offers on select products with recommendations based on customer purchase history and preferences.

Client Profile

One of the largest retail store networks in the United States with over 400 stores and more than 1.5 million customers.

Business Requirement

The client wanted to incentivize actions of loyal customers with targeted and meaningful rewards. They wanted to incorporate hyper-personalization and omnichannel strategies into their loyalty programs for better results.

Solution

The mobile application helps the client to create and manage loyalty programs for its customers. We used Pimcore to build the application. This enabled the client to achieve hyper-personalization of incentives tailored to the specific needs and preferences of their target segment.

The application is integrated with point-of-sale systems to ensure reward points are automatically added at the time of purchase. Customers can then view their rewards balance and transaction history using the application, and redeem their rewards for discounts, special offers, or free products.

We used Pimcore's data object modeling to design and configure the database structure for the loyalty app, including tables for customer accounts, rewards,

transactions, and other relevant data. Pimcore's content management tools are leveraged to manage and update content and features, such as rewards and promotions. Overall, Pimcore's range of development and management tools helped us to streamline the frontend and backend processes of the app.

Key Features

- Sign up using a valid mobile operator-verified unique profile

- Locate the nearest retail stores using the map-enabled locator function

- Create and manage shopping lists including multiple wishlists and track price drops

- Manage and redeem digital coupons and discounts

- Play and win cash prizes by entering Sweepstake contests

- Manage push notifications about prize drops, special events, or sales happening at the retail chains

- View purchase history and manage loyalty cards

Technologies

iOS SDK

ANDROID SDK

PIMCORE
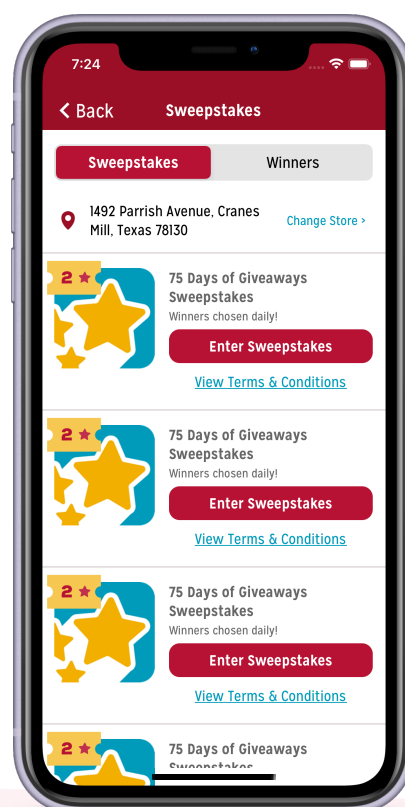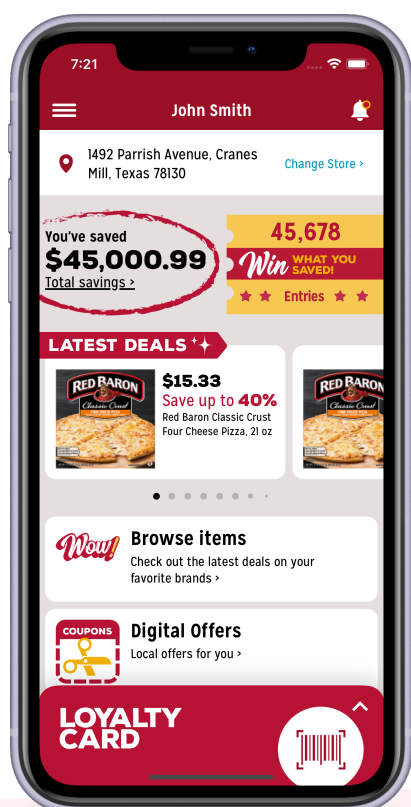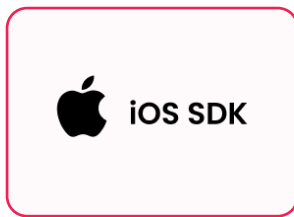
Business Benefits

- The solution enabled personalized marketing campaigns for the client's loyal customers, which helped improve the effectiveness of product promotions.

- The in-app digital offers and promotions created a more seamless and personalized shopping experience, which improved customer satisfaction and increased loyalty.

- Push notifications enabled more upselling opportunities.

- Increased user engagement resulted in increased customer spend and repeat purchases.

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