

# MULTINATIONAL RETAIL BRAND IMPLEMENTS A VERSATILE LOYALTY PROGRAM TO ENSURE BETTER CUSTOMER SATISFACTION ACROSS THE GLOBE

## Brief Introduction

A multinational retail brand required a flexible customer loyalty system that could be integrated with its major data sources such as POS. Zeta helped the brand with a custom web-based loyalty program, allowing it to access customer data in real time. The retail brand now has a flexible system, offering a detailed 360 degree view of its customers' data.

## CHALLENGES:

- » The retail brand had an inflexible dated loyalty platform in place
- » The existing system didn't allow for integration with outside data sources and was not built to offer support in real time
- » Inadequate customer experience

## SOLUTION

- » Designed and successfully implemented a custom web-based customer loyalty platform that enables operating efficiencies
- » Seamlessly integrates with their existing POS system
- » Developed real time interface allowing customer service representatives access to customer data and preference center

## SUCCESS

- » DB calculates and issues rewards daily to customer base
- » The customers got an improved customer experience by more frequent rewards delivery and easier access to their rewards issued
- » The brand has 360 degree view of loyalty customers and a platform that is flexible and adaptable
- » Systems data is connected to Business Objects tool allowing for detailed reporting

*360 degree view of customers' loyalty data*