



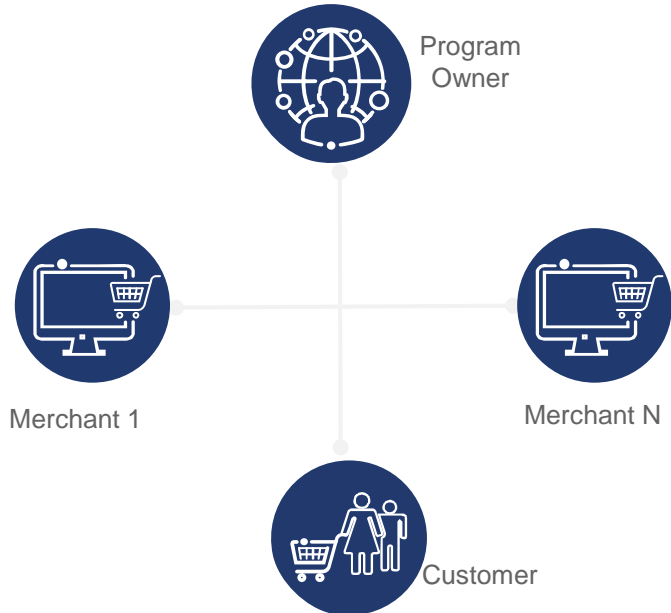
Loyalty Management System

Loyalty Program – Introduction

Current-State Background

Companies who have developed great loyalty programs have better customer following and market capitalization. Loyalty programs are industry agnostic. Current loyalty systems are a closed loop, which means that the users can only trade value within those systems. Industry is advancing towards shared loyalty.

Key ecosystem Stakeholders

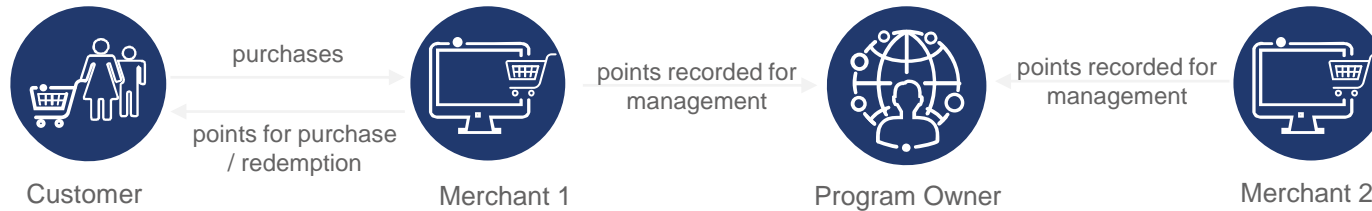


Overview

- Companies who have developed great loyalty programs have better customer following and market capitalization.
- Improper loyalty programs can lead to dissatisfaction amongst customers
- Research by Markets & Markets indicate that this industry is expected to grow by 173% from 2016 to 2021 and touch \$4.59 billion.

The focus of this use case is on integrating disparate loyalty programs and the respective loyalty points under one umbrella app for a seamless accumulation and redemption process.

Current-state

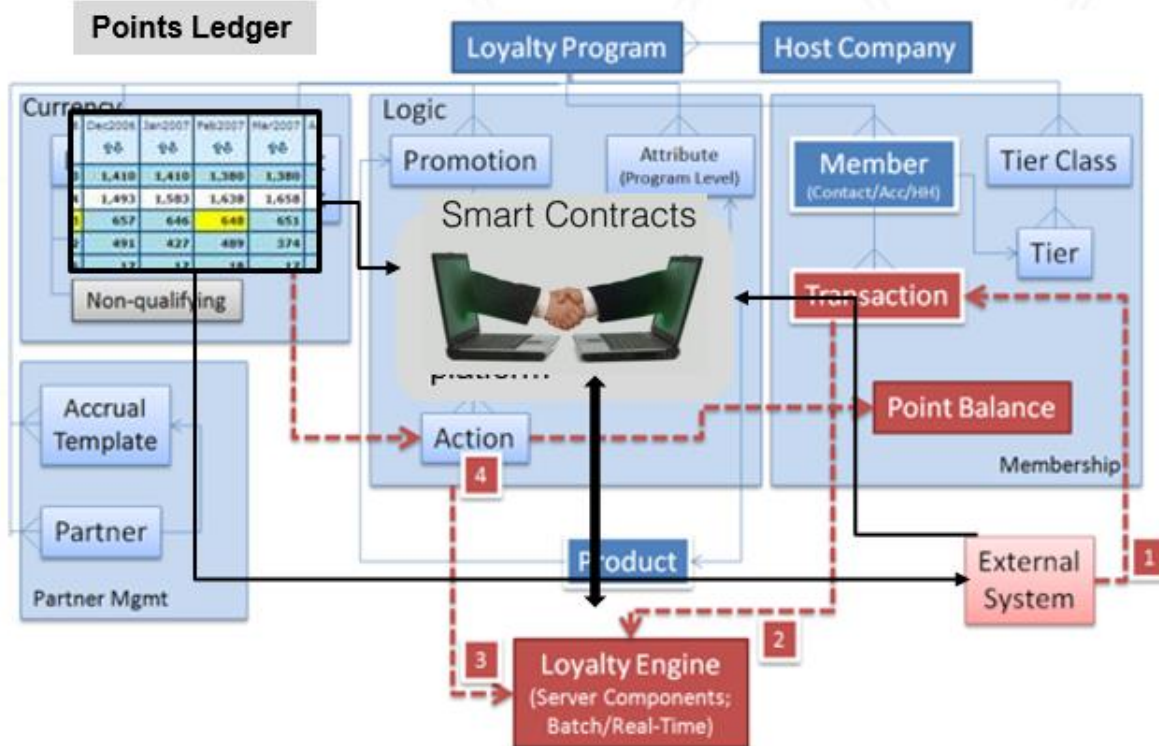


Current-state pain points

- The primary shortfall of current loyalty systems is that they are a closed loop.
- The users can only trade value within those systems or redeem value via limited products offered
- Delayed timeline: the accumulation and redemption of points doesn't happen instantaneously
- Lack of visibility: the users do the transaction, but they do not have much trust and visibility into it.
- A whole lot of loyalty programs and reward systems are confusing for the end users
- Loyalty program suites are usually outsourced to multiple vendors. High ongoing cost of outsourced systems
- Multiple platforms: High maintenance cost, inflexible legacy systems. Miscommunication is common.
- Since cost is high, smaller merchants are usually not able to afford the loyalty management system for their users

Future state – Blockchain based

Loyalty Management System – Blockchain Scenario



SOLUTION

- A blockchain based loyalty points accrual and redemption system that is easily managed and accessible to customers and merchants across industries.
- A platform similar to Private label currency system with conversion mechanism to redeem merchant rewards at any other participating merchant and transferring possibilities.

BENEFITS :

- Faster Loyalty engine. Lower operating costs
- Removes multiple bookkeeping
- Trust: Users in control. Users can even trade points among themselves
- DLT removes redundant operations
- Merchants save on transaction fees.



Thank You