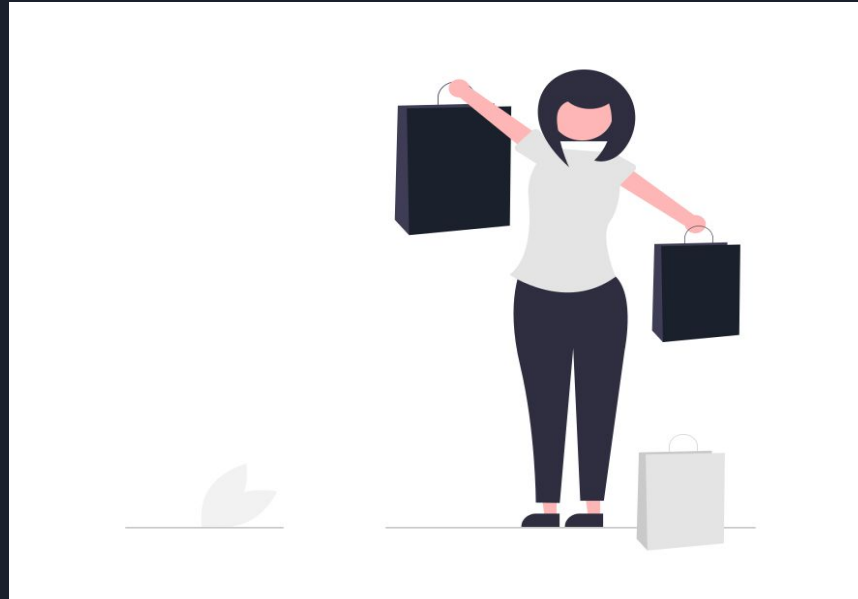# Boosting Repeat Purchases by 20% and Cutting Admin Costs by 40% with an Automated Loyalty Program

Loyalty Management Solution

Customer
Leading
E-Commerce Retailer
in Asia Pacific

Business Domain
Retail

Solution
Loyalty Management
Solution

Tech stack
Appian BPM, Maria DB

Business Challenge/Need

A leading retailer wanted to enhance customer loyalty and increase repeat purchases but struggled with managing its loyalty program manually. The retailer's existing system for tracking loyalty points and offering personalized promotions was cumbersome, requiring significant administrative effort and resulting in inconsistent customer engagement. The retailer sought a solution to automate loyalty point tracking, offer personalized rewards, and improve operational efficiency.

- **Inefficient Loyalty Program Management**: Manual tracking of loyalty points and rewards was time-consuming and error-prone.
- **Low Customer Engagement**: The existing program lacked personalization, making it difficult to drive repeat purchases.
- **High Administrative Overhead**: A significant amount of administrative work was required to manage and update loyalty data.
- **Lack of Real-Time Personalization**: The system was unable to offer timely, personalized rewards based on customer behavior.

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Solution

Appian's low-code platform was deployed to automate loyalty program management, enabling personalized rewards and dynamic offers based on customer behavior.

- **Automated Loyalty Tracking**: Automated the tracking of loyalty points and rewards, reducing manual effort and errors.
- **Personalized Customer Offers**: Leveraged data to provide personalized rewards, promotions, and discounts based on individual purchase patterns.
- **Centralized Data Management**: Integrated customer data from various touchpoints to ensure a 360-degree view of customer preferences.
- **Seamless Integration with POS**: Integrated loyalty program features into the retailer's point-of-sale (POS) systems to ensure a seamless customer experience.
- **Real-Time Customer Insights**: Provided actionable insights through real-time analytics, enabling dynamic adjustment of loyalty offers.
- **Automated Communication**: Enabled automated notifications and reminders, ensuring customers stayed engaged with their loyalty benefits.
- **Scalable Infrastructure**: The solution scaled to accommodate growing customer bases and expanding program features across new markets.

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APPBAY
ACCELERATING

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Why Customer Choose the solution?

The retailer chose Appian for its ability to provide seamless end-to-end automation, enhancing operational efficiency and reducing manual efforts. The platform's ability to offer personalized, data-driven rewards and promotions further strengthened customer engagement, ensuring a more tailored and impactful loyalty program.

- **Enhanced Personalization**: Appian's platform allowed the retailer to offer tailored rewards and discounts, improving customer satisfaction.
- **Streamlined Operations**: Automation of loyalty program tasks reduced administrative workload, saving significant time and effort.
- **Real-Time Data Utilization**: The platform allowed the retailer to act on real-time data to provide relevant offers, boosting engagement.
- **Scalability**: Appian's low-code platform scaled easily to accommodate the retailer's expanding customer base and new store locations.
- **Improved Customer Retention**: Personalized and timely rewards led to increased customer loyalty, with a noticeable improvement in retention rates.
- **Seamless Integration**: The solution integrated smoothly with the retailer's existing systems, ensuring a cohesive experience across platforms.

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Business Impact & ROI

The implementation of Appian's solution resulted in a significant increase in repeat purchases due to personalized rewards and offers, fostering stronger customer loyalty. Additionally, automating the loyalty program reduced administrative tasks, saving time and operational costs. This combination of enhanced customer engagement and streamlined operations led to improved profitability and long-term customer retention.

- **Increase in Repeat Purchases:** The retailer saw a 20% increase in repeat purchases due to more targeted and personalized offers.
- **Reduction in Admin Overhead:** Administrative workload was reduced by 40%, freeing up resources for more strategic initiatives.
- **Enhanced Customer Loyalty:** Personalized rewards and discounts contributed to a 25% increase in customer retention rates.
- **Operational Efficiency:** Streamlined processes led to a 30% reduction in the time spent managing loyalty program tasks.
- **Boosted Customer Engagement:** Real-time data utilization allowed the retailer to send relevant offers, resulting in a 15% increase in customer engagement.