

CASE STUDY

Win Customer Retention through Customer Reward Points

The Client

One of the leading jewellery chains in India.



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Business Situation

The client wanted to retain a large number of customers for its jewellery shops scattered across the city. The chief concern was to provide best possible modern services to its clients such that they can strengthen their brand.

The Challenges

Creating different types of loyalty cards for different customers. Allowing customers to login to the site and check their earned points based on their purchases and redeem the points against offers.

The Solution

Briskon developed a web based centralized application allowing shop managers to login and create first card for a customer. Application was then ready for the customer to keep checking his/her accumulating reward points for every purchase such that they can redeem these points against different products displayed in their profile. Customers were also able to check their profile and buying history.

Important features captured with solution:

- User profile maintenance
- Sales details
- Customer details
- Proposal & invoice generation
- Online calendar
- Cross marketing
- Email
- Mail labeling
- Online knowledge bank

The Benefits

- Client won the customer retention manifold.
- Client could create a huge database of its customers
- Client could know the high worth customers by analysing the buying patterns

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About Briskon

Founded in 2005, Briskon is a global software application development, mobile apps development, digital transformation and web development company operates from Dallas, Texas and Bangalore.

Briskon is a highly process driven organization with extensive experience of working with great companies. The young and vibrant team of Briskon consists of highly skilled managers, analysts, designers, developers and QA personnel, working together we deliver world-class quality products and solutions. Our unerring commitment to quality and continuous learning to stay abreast of the latest technologies enables us to consistently deliver customer delight.

Our approach extends our innovative technological capabilities to service clients across all domains. Briskon's solutions expand to cover the entire spectrum of IT, software products, digital transformation, digital marketing and professional services. In order to serve our clients more efficiently, Briskon has split its strategic business units into 3 distinct focus areas:

Solutions Engineering Group (SEG)
Professional Services Group (PSG)
Offshore Services & Support (OSS)

Contact us today for your IT needs and demo on our solutions

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