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Shared folder/git repository details	https://github.com/Gopikavbaburaj/Project
Project Title	Block chain based customer reward management system

Description of Project:

Loyal customers are one of the primary drivers of any profit businessA customer reward management system or customer loyalty program is a program run by a company that offers benefits to frequent customers. Those benefits may be in the form of discounts, rebates, free products, or other promotions. The goals of these programs are the following

Goals:-
- increase business,
- improve sales,
- strengthen the relationship between the customer and the business
- keep the customer coming back on a regular basis.

But the customer loyalty programs are not realizing their full potential due to the redemption rates, time delays, and high costs. Since current loyalty program systems put restraints on the relations between partners and prevent visibility for members and also set an expiry date, we propose a system or platform by creating the customer loyalty program on a blockchain network. Through blockchain, users can receive and redeem loyalty tokens that are interoperable across multiple programs. These tokens never expire or lose value, unlike traditional reward points. Another major advantage is that without compromising the privacy of customers the transaction is processed. Here each customer will have a hash in the record associated to them. All the rewards used as well as unused will be recorded in it. Other advantages include the following;

1. Open systems.

2. Less clutter.

3. More flexibility.

4. Reduced costs.

5. Overall transparency.

6. Less fraud, more security.

- Here we have certain companies which are registered in the platform and they offer services to the customer. All the **companies** or organizations which are **registered** in the platform will be **able to view and verify every transactions** that occur in the platform. **No malpractices** can be done by any companies as all the records are stored in blockchain.
- Then the customers who register in the platform will be able to utilize all of the services provided by the organizations registered under this. The companies will set certain **reward**

criteria for most of their services and the consumers who satisfy these criteria will be **allocated with certain rewards** and all the reward details will be **stored in the blockchain**.

Users: Companies, Customers

1. Customer

- Register
- Sign in and purchase
- Earn rewards
- Redeem rewards
- View transactions

2. Company

- Register
- Sign in and view transactions
- Verify transactions and rewards

Front end	Python
Back end	SQL Server

Date of Submission: