DUT DURBAN UNIVERSITY OF TECHNOLOGY

BUSINESS ANALYSIS PROJECT

2024

WORK SYSTEM METHOD

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Customers	Product and Services
• Manager	• Clothing
• cashier	• Accessories
• Customer service representative	• Footwear
• Administrative staff	• Manual points system
• IT staff	• Reward/Discount
• Consumers	• Instore assistance
• Loyalty cardholder	• Point tracking and Management
	• Sales receipts
	• Promotional information
	• System updating points
	• Marketing activities

Activities and Processes

- **Customer profile and registration** Consumers create their online rewards points card profile by registering either in-store or online. Initials, email and ID are required.

- **Verification** The customer's profile is activated once an administrative officer confirms the information submitted.
  Rewards cards are given to customers electronically via the internet and in person at the store.

- **Reward Point System** Consumers start to earn points for their purchases; 100 points are awarded for each item chosen, and the quantity of points earned is based on the Garment Division's rewards earnings processing.

- **Integration and Transaction recording** to update points, the admin officer ensures that the sales and transaction procedures relate to the points system. On each purchase, the consumer receives a3utomated points allocation, and the program's system records the transaction.

- **Account management and Reward Redemption T**he allocation of points for the customer is automated. Customers can manage their accounts, redeem their rewards, and access their account settings. When customers select their rewards, their points are automatically deducted.

- **Reporting and** Promotion Admin approves the rewards to make sure they are valid. The admin generates reports, point allocations, modifications of earnings, and redemption rules. Customers can access promotions and changes of information through the web. This enhances user satisfaction and the profitability of the program.

Participants	Information	Technologies
- Founder - Manufactures - Marketers - Retailers - Sales teams - Suppliers - Bookkeepers - Distributors - Customers	- Customer First Name Customer Last Name - Contact details - Customer Address - Customer Identification number - Card Account number - Number of points - Active/non-Active card - Track swiping history. - Check sales FROM EMPLOYEES - Name - Employee ID	- Network infrastructure - Point of sales (POS) system - Mobile application - Computer - Radio Frequency Identification (RFID) - Customer Relationship Management (CRM) software - Data Analyst Tools - Security and data protection - Customer support and helpdesk service - Cloud computing service

	• Transaction history • Points adjustments or correction	• Supply Chain Management

Problem identification

- **Manual Points Tracking (MPT)-**Points are earned by customers based on their purchases. These points are tracked on physical cards that are manually updated by employees with each transaction. This process is laborious and prone to mistakes.

- **Restricted Accessibility-** In order to accrue or redeem points with manual cards, customers must physically present their cards at the time of transaction. This restricts accessibility, particularly in the case of distant or online transactions.

- **Challenges in Data Management-** Effective customer data aggregation and analysis are hampered by manual tracking. It is difficult to obtain insights into the behavior and preferences of customers in the absence of a centralized system.

- **Scalability Limitations-** As GD expands, manually managing customer points becomes increasingly inefficient. The current system may struggle to handle an expanding customer base and increased transaction volume.

Proposed solution

- **Create a custom online points system**: GD could partner with software developers or information technology professionals to develop a custom online customer points system that would be tailored to the specific needs and preferences of the business model and the customer base. This system could include features like account management, point monitoring, reward redemption and integration with GD's existing systems.

- **Explore third-party loyalty platforms**: GD could look into existing third-party loyalty platforms or third-party software solutions available on the market. These third-party loyalty platforms often offer a variety of features like customizable point structures, automatic point monitoring, customer analytics and integration with leading payment gateways and customer relationship management (CRM)

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systems. By taking advantage of an existing third-party platform, GD could reduce development time and costs while still gaining advanced functionality.

- **Use mobile apps or web portals**: GD could create a mobile app or a web portal where you can create an account, keep track of your points, view your rewards, and redeem your points for a discount or other incentive. This option would make it easy and convenient for you to engage with GD's loyalty program whenever, wherever you want. GD could also include features like push notifications for personal offers and reminders to keep you engaged.

References

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