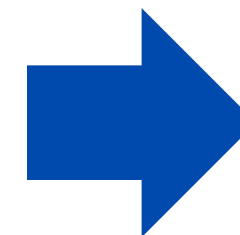
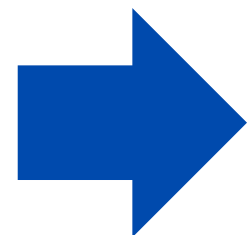
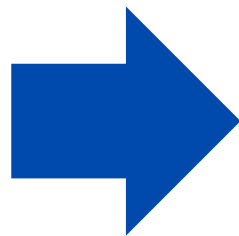


UNIFIED REWARD SYSTEMS

The Goal

To develop a Unified Reward System (URS) where customers can accumulate and redeem points across multiple sellers seamlessly. This system aims to enhance customer satisfaction, drive loyalty, and improve shopping experiences while providing clear incentives and technological support for seller integration.



Reward



Benefits

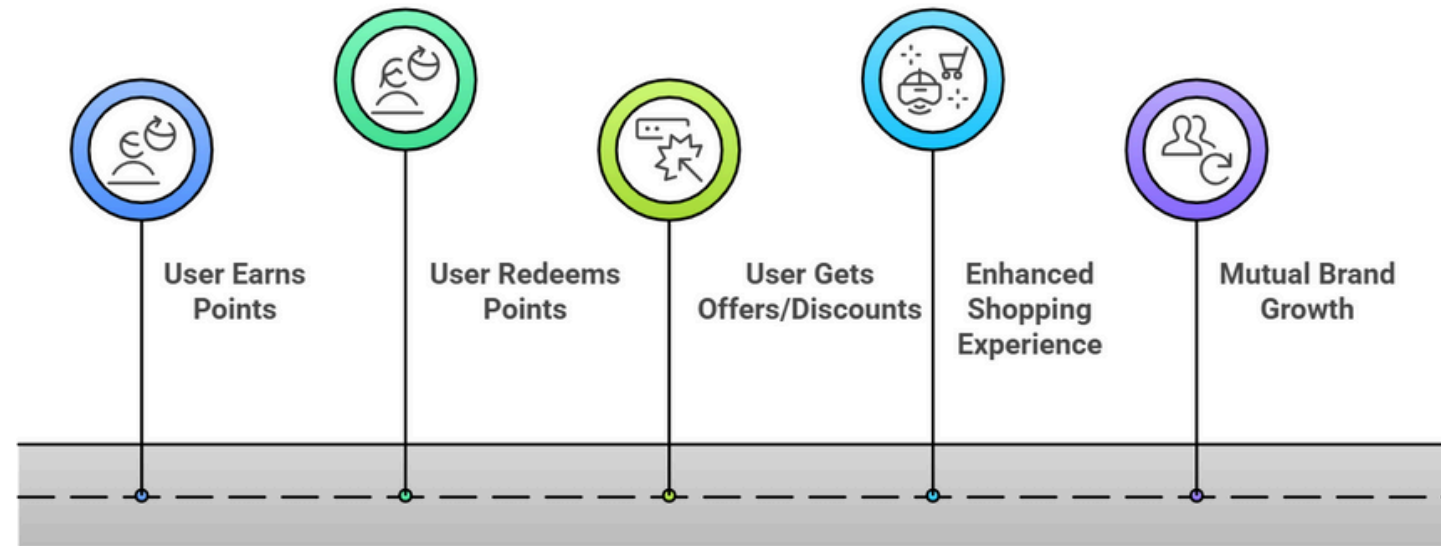


Opportunities

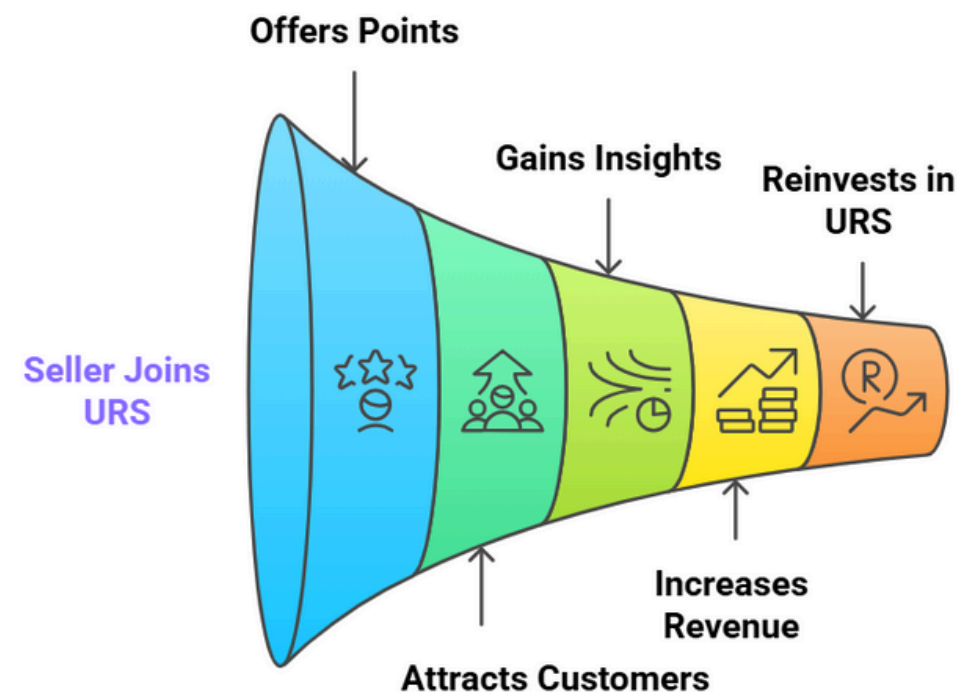


Engagement

User Journey



Seller journey



- User accumulates points through purchases and loyalty
- User exchanges points for exclusive offers across multiple brands
- User receives personalized special offers or discounts
- User enjoys a seamless and improved shopping experience
- User gains exposure to new brands and products

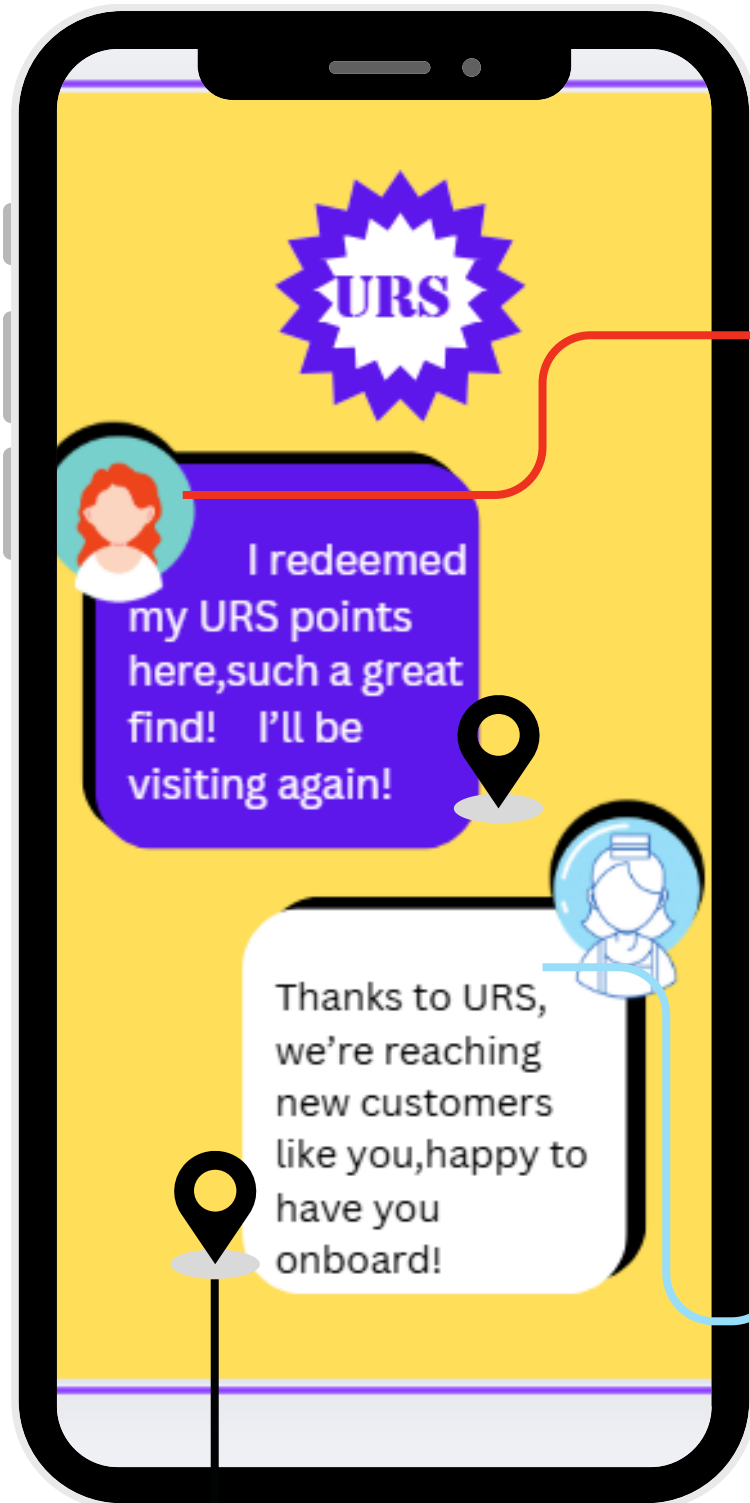
benefit when products or services complement each other, creating a seamless experience
Like purchasing a main product while also having access to compatible peripherals.



- Seller registers, integrates with URS, and allocates a percentage of sales for Unified Points
- Runs targeted promotional campaigns to attract and engage customers
- Analyzes performance data to optimize strategies
- Boosts revenue through point redemptions and enhanced customer loyalty
- Reinvests in URS to drive continuous engagement and brand growth



A seller offering Amazon gifts with URS points boosts sales, creates a shared customer base, and generates valuable data without harming either brand.



Point-Based Rewards System

Assign points based on purchase value (e.g., 1 point per ₹ 1 spent).



Tiered Loyalty Program

Introduce tiers *Silver*, *Gold*, *Platinum* based on user activity, with higher tiers unlocking better rewards.



Personalized Offers & Gamification

Based on data, a user receives a challenge to shop at different sellers, a week to earn 100 bonus points.



Cross-Brand Benefits

Encourage sellers to collab, offer bundled incentives across complementary products.



Gold users earn 1 point per ₹1 spent, with exclusive offers like ₹500 off on a "Phone & Accessories Bundle," plus bonus URS points for challenges within 3 months.



Revenue linked benefits

URS incentivizes sellers by offering revenue-linked benefits, eg. URS fee discounts, bonus features on meeting point issuance milestones.



Performance based rewards

top x%, fees waived y%, exclusive features unlocked, targeted promotional boost



Long-Term Loyalty Incentives

Sellers earn rewards, like free participation in seasonal campaigns or custom analytical reports after 12, 24, and 36 months.



Bundled - offer rewards

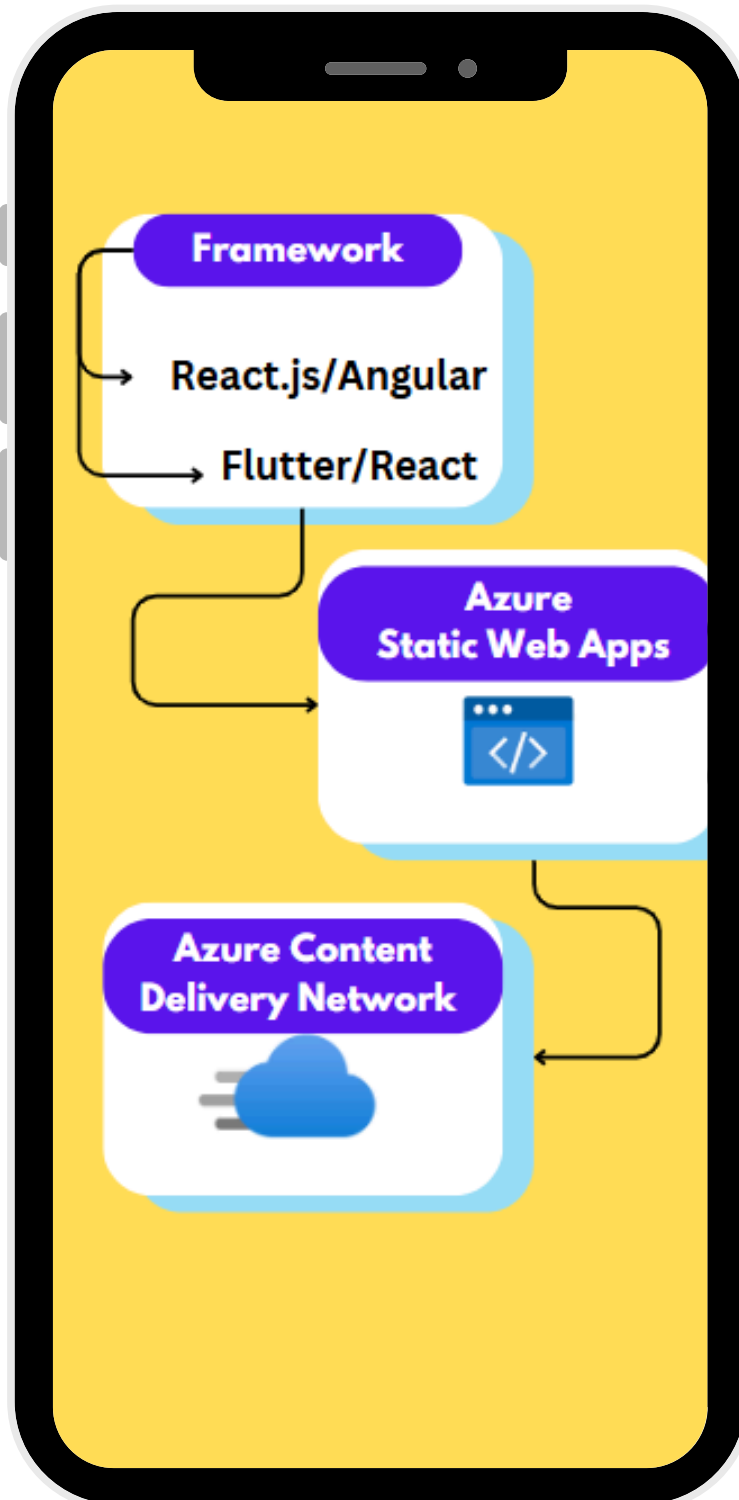
URS tracks and incentivizes collaborative campaigns between sellers with shared customer bases



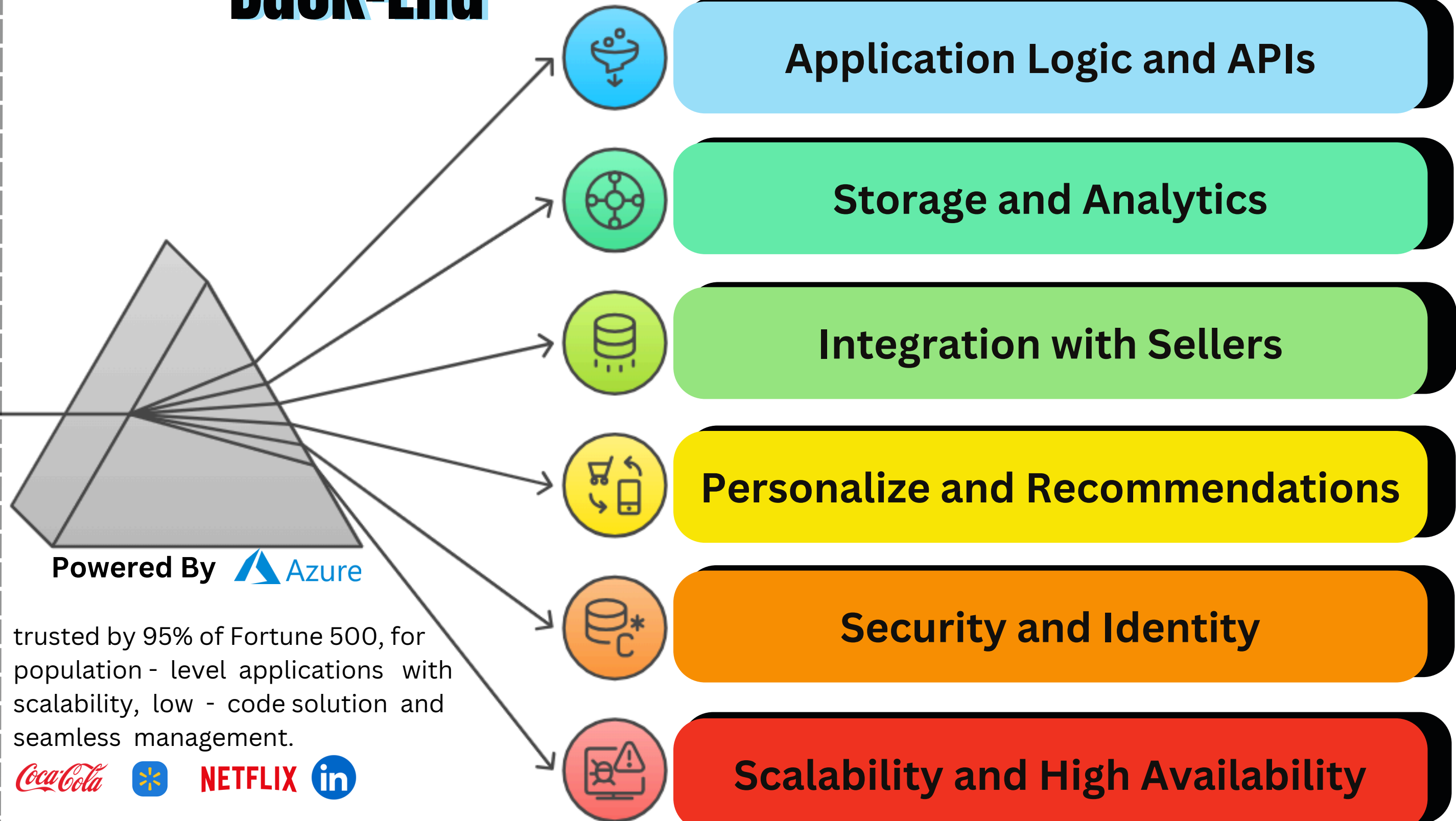
Sellers earn URS points by offering discounts, like 10% off on bundled products, and gain more visibility through co-branded campaigns, boosting customer engagement.

A restaurant and nearby movie theater collaborate, allowing users to redeem URS points for discounts, benefiting both businesses and customers with added value.

Front-End



Back-End



User And Seller Journey

Incentive Design

Implement and Integrate

Application Logic and APIs

- **Azure App Service:** Host RESTful APIs for handling business logic (points allocation, user tiers).
- **Azure API Management:** Secure and manage APIs for scalability and easy integration with sellers.
- **Azure Functions:** Serverless architecture for event-driven features like point redemption notifications and promotional alerts.

Storage and Analytics

- **Azure SQL Database:** Store structured data for user profiles, transaction history, and seller details.
- **Azure Cosmos DB:** Handle semi-structured and unstructured data, such as reward configurations and user behavior logs.
- **Azure Blob Storage:** Store large files, such as promotional images or receipts uploaded by sellers.
- **Azure Data Lake:** Central repository for analytics and reporting data at scale.

Integration with Sellers

- **Azure API Management:** Provide standardized APIs for sellers to integrate their systems with URS.
- **Azure Logic Apps:** Automate workflows for sellers, such as syncing sales data or triggering reward campaigns.
- **Azure Event Grid:** Real-time event handling for transactional updates, e.g., instant point allocation.

Personalize and Recommendations


- **Azure Machine Learning:** Develop recommendation models for personalized offers and product bundles.
- **Azure Cognitive Services:** Analyze user sentiment and feedback for refining loyalty campaigns.
- **Azure Synapse Analytics:** Perform large-scale data analysis to generate actionable insights for sellers.

Security and Identity

- **Azure Active Directory B2C:** Manage user authentication and authorization with multi-factor authentication.
- **Azure Key Vault:** Secure sensitive information like API keys, encryption keys, and connection strings.
- **Azure Security Center:** Monitor threats and vulnerabilities in the system.

Scalability and High Availability

- **Azure Kubernetes Service (AKS):** Orchestrate containerized microservices for high availability.
- **Azure Traffic Manager:** Ensure global load balancing and low latency for users in different regions.
- **Azure Front Door:** Provide content delivery and global load balancing with built-in WAF for DDoS protection.

Why  **Azure** in solution over hard coding ?

Auto-Scaling : Dynamically adjust to traffic demands.

Integrated Security: Built-in compliance and encryption.

API Management: Easy handling of complex API traffic.

Serverless Architecture: Run code without managing servers.

Cloud Storage: seamless storage without manual provisioning.

Disaster Recovery: Automated backup, failover mechanisms.

URS Workflow

