

Loyalty Management System (LMS) Documentation

1. System Overview

The Loyalty Management System (LMS) is a distributed platform designed to automate customer engagement through rewards. It enables businesses to define flexible loyalty rules, track customer transactions, and award points/discounts based on real-time behavior.

2. Architecture

The system follows a microservices architecture, leveraging event-driven communication for scalability and decoupling.

Technology Stack

- **Framework:** Spring Boot 3.4.1
 - **Language:** Java 21
 - **Messaging:** RabbitMQ (Topic & Direct Exchanges)
 - **Database:** PostgreSQL 15 (Relational storage)
 - **Caching:** Redis 7
 - **Rule Engine:** JBoss Drools 8.x
 - **API Management:** Spring Cloud Gateway
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3. Microservice Roles

Service	Port	Primary Responsibility
API Gateway	8080	Routing, load balancing, and central API entry point.
Member Service	8081	Lifecycle of members, tiers, and point balance management.
Transaction Service	8082	Recording sales and publishing transactional events.
Rule Engine	8083	Evaluating complex DRL rules against transaction facts.
Reward Service	8084	Orchestrating reward logic and multiplier calculations.

Service	Port	Primary Responsibility
Event Service	8085	Triggering manual or systemic events like Onboarding/Referrals.
Notification Service	8086	Consumer-only service for user communication (logs/emails).

4. Key Features & Flows

A. Core Transaction and Reward Flow

This is the primary flow of the system, triggered by a customer purchase.

```
sequenceDiagram
    participant Client
    participant Gateway
    participant TxService as Transaction Service
    participant RabbitMQ
    participant RewardService as Reward Service
    participant RuleEngine as Rule Engine Service
    participant MemberService as Member Service
    participant NotificationService as Notification Service

    Client->>Gateway: POST /api/v1/transactions
    Gateway->>TxService: Forward Request
    TxService->>TxService: Save Transaction
    TxService->>RabbitMQ: Publish transaction.created
    RabbitMQ-->>RewardService: Consume transaction.created
    RewardService->>RuleEngine: POST /api/v1/rules/evaluate
    RuleEngine->>RuleEngine: Fire Drools Rules
    RuleEngine-->>RewardService: Multipliers & Bonus Points
    RewardService->>RewardService: Calculate Final Points
    RewardService->>RabbitMQ: Publish points.earned
    RabbitMQ-->>MemberService: Consume points.earned
    MemberService->>MemberService: Update Balance & Tier
    RabbitMQ-->>NotificationService: Consume points.earned
    NotificationService->>NotificationService: Log Notification
```

B. Manual & Systemic Events (Onboarding/Referrals)

Triggered by direct API calls to the **Event Service**, bypassing transaction evaluation.

```
sequenceDiagram
    participant Client
    participant Gateway
    participant EventService as Event Service
    participant RabbitMQ
    participant MemberService as Member Service
    participant NotificationService as Notification Service

    Client->>Gateway: POST /api/v1/events/onboard
    Gateway->>EventService: Forward Request
    EventService->>RabbitMQ: Publish points.earned (Welcome Bonus)
    RabbitMQ-->>MemberService: Consume points.earned
    MemberService->>MemberService: Award 500 points
    RabbitMQ-->>NotificationService: Consume points.earned
    NotificationService->>NotificationService: Log Notification
```

C. Business Rule Management

Admins can dynamically add or update loyalty rules without restarting the system.

- **Storage:** Rules are stored in the `rules` table in PostgreSQL with DRL (Drools Rule Language) content.
- **Dynamic Loading:** The `RuleEngineService` rebuilds its `KieContainer` whenever rules are updated, ensuring immediate application.
- **Example Rule:**

```
rule "Platinum Bonus"
when
    $f: TransactionFact(memberTier == "PLATINUM")
then
    $f.setPointMultiplier(2.0);
    $f.setBonusPoints(100);
end
```

5. API Reference (Core Endpoints)

Member Management

- `POST /api/v1/members`: Register a new member.
- `GET /api/v1/members/{id}`: Fetch member details.
- `GET /api/v1/members/{id}/points`: Get current point balance.

Transactions

- POST `/api/v1/transactions`: Record a new transaction.
- GET `/api/v1/transactions/summary/{memberId}`: Get spending summary for a member.

Rule Management

- POST `/api/v1/rules`: Create a new Drools rule.
- GET `/api/v1/rules`: List all active rules.

Special Events

- POST `/api/v1/events/onboard`: Trigger onboarding rewards.
 - POST `/api/v1/events/referral`: Trigger referral rewards.
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6. Messaging Architecture (RabbitMQ)

- **Exchange**: `transaction.exchange` (Topic)
- **Queues**:
 - `transaction.created.queue`: Bound to `transaction.created`. Consumed by **Reward Service**.
 - `points.earned.queue`: Consumed by **Member Service** and **Notification Service**.
- **Serialization**: JSON (Jackson) for all payloads.