

**SYSTEM DEVELOPMENT 1**

**Prof. Maruf MD**

**Charmil Laheri**

**100964403**

**9/27/2024**

1. **Business Needs:**

* The current loyalty program system at Smart retail is outdated and inefficient to our valuable customers, and to leading in reward distribution and customer dissatisfaction. This has caused a decline in customer engagement and trust in the program. To maintain this competitive and increase customer expectations with our company, Smart retail we need a new system that can do faster reward processing and also it enhances user experience and increases overall customer satisfaction. With that this new system will also provide up to date message as well email delivering system.

1. **Business Requirements:**

* This new system will include this further key points:
* **Security:** Secure handling of customer data to ensure privacy and protect against breaches.
* **Less Integration:** The capability to connect with marketing and CRM systems to personalize promotions based on customers' purchasing habits.
* **Real-time Reward Processing:** Automated updates and immediate reward credits upon purchase completion. With providing up to date message and email updates.
* **Enhanced User Interface:** An app or portal for checking rewards and redeeming them without delay.
* **Scalability:** Support for growing numbers of users and transactions without performance degradation and delay.

1. **Business Value:**

* Tangible Value:
* Increase in customer retention by 15%, leading to higher repeat sales. And reduction in the time needed for reward and also by lowering costs by 5-10%
* Enhanced tracking of customer purchases to create more targeted and effective marketing campaigns, boosting sales by 5%.
* Intangible Value:
* Improved customer satisfaction, leading to better brand loyalty and by some promotion.
* A stronger brand reputation due to the company’s commitment for improving customer experience.

1. **Ethical Consideration:**

* The new system must ensure that the protection of customer data like their purchasing and personal information and it will not be disclosed at any cost. And the system must follow all legal requirements. This will involve implementing strict encryption and data access controls to prevent unauthorized access to customers personal information, ensuring that customers feel secure using the loyalty program.

Overall, the system must integrate seamlessly with marketing and customer relationship platforms to analyze customer purchase history. This will enable personalized promotions and targeted campaigns. By leveraging customer data, the company can enhance marketing efficiency and improve customer engagement**.**

**Thank you…**