

## **PAATI VEEDU**

### **LOYALTY PROGRAM SPECIFICATIONS**

#### **Customer Entry and Loyalty Points System**

##### **Customer Information Entry**

- Fields to be entered by Admin:
  - Customer Name
  - Mobile Number
  - Gender
  - Bill Date
  - Bill Amount (without GST & Service Charge)

##### **Loyalty Points Calculation**

- Points Calculation:
  - For every Rs.10 spent, 1 loyalty point is awarded.
  - Points are to be rounded down to the nearest whole number for any fractional bill value.

##### **Manual Addition of Points**

- Admin Functionality:
  - Admin can manually add loyalty points to a customer's account without requiring a bill date or bill amount.

##### **Notifications**

- On Points Addition:
  - Send a WhatsApp message to the customer.
  - Send an SMS to the customer.

##### **Points Redemption**

- Eligibility for Redemption:
  - Customers can redeem points only after acquiring a minimum of 100 points.

- Redemption Process:
  - Admin selects the customer's mobile number.
  - Points are deducted from the customer's account.
  - For every 1 point redeemed, Re. 1 is deducted from the customer's bill value.

### **Admin Dashboard and Reporting**

- Admin View:
  - A list of points redeemed, points acquired, and user details.
- Export Functionality:
  - Admin can export the list of points redeemed, points acquired, and user details as an Excel file.