

PRIVILEGEPLUS

SYSTEM ADMINISTRATION MODULE:

The backend web-based System administration module is responsible for managing the loyalty system. The master entries and system wide settings are performed using this application. Every master entity has its own set of parameters which can be defined as follows:

a. Membership Master

Capture required membership personal profile

Ex: (Name, Age, Gender, Phone, email ID, Nationality, Membership Type etc.)

b. Merchant Master

Merchant master Information should contain details about the shop that are participating in the loyalty programme.

Ex: (Shop Name, Shop ID, Business Type, contact No, status, join date, Loyalty scheme applied and other details etc.)

c. Mall Master

Mall master should be designed to capture information related to individual mall
Mall Name, Address, Logo, Report header and footer details, courtesy message,)

d. Tenant PRIVILEGEPLUS device Master.

A tablet device will be configured and assigned to participating shops to carryout loyalty transactions, the device master should contain parameters to assign and control the device.

e. Membership Type Master

Membership type master should define type of membership. Each membership type should have respective parameters that can be dynamically created whenever required and should be tied to loyalty schemes such as reward and redeem points.

f. Tenant Category Master

A master module to classify merchant's business category and set ceiling limit for every category to control transaction value to comply within the limit set.

g. Loyalty Scheme Master

Loyalty scheme master should comprise of a reliable engine with various operational parameters such as calculation and rewarding of points against transactions, it also includes value parameters such as redemption of Gift cards / cash against points, redemption rules, and time frame of the scheme.

h. System security

The system security controls the users who are going to use the whole system and should have user type (Admin, Manager, Help Desk, Tenant etc.) to access respective modules, menus in the system. Detailed security matrix can be identified and discussed during system development phase.

i. Notifications and Automations

The system should have a module to send automatic SMS, emails and smartphone push notifications for promotions, (targeted marketing on specific member or group using data metrics by Gender, Age, Nationality Spending patterns, Transaction value, Birthday and Membership Anniversary,) as and when required. These notifications could be either automated, scheduled or manually pushed. Required APIs and integration should be done.

j. Reports.

The reporting and analytics module should enable the system to track various transactions. A dashboard should be employed that visually tracks, generate various metrics and key data such as Total no of Active members, Gender ratio, Active merchants, Total transaction specific period, Total points rewarded, Total cash back redemption against points etc. the data can be represented through tables, graphs such as bar, pie and line charts etc.

MOBILE APP:

The native mobile app (iOS and Android) should include member's area where the member can access their loyalty profile and a general section for anyone to browse - Store Directory, Promotional offers, News, Services, Upcoming Events, Entertainment, Dining, About us, Contact us etc., The app should also enable Authenticating membership, View point balances, View transaction histories, Manage account profile, Receive push notifications.

A new customer may use the app to sign-up themselves with basic mandatory fields such as Name, Mobile, Gender, email and Nationality etc., Each member shall have unique membership ID and QR code along with the user name and password.

Design intuitive architecture within the application. The application structure should be predictable for the user and accessing the functionalities should be made easy. The number of clicks to reach the desired content should be kept to a minimum.

TENANT LOYALTY MODULE:

Deploy designated android tablet device to cater loyalty transaction which should have the capability to scan membership QR code using built-in hardware to authenticate the membership. This Front-end system should mainly deal with rewarding points, checking available points, transaction history and redemption of points against Gift Card.

A new tenant device is unusable and needs PRIVILEGEPLUS loyalty app to be downloaded to the device and configured with required parameters to authorize respective tenant to accept their login and connect to the loyalty system and make it functional.

Authenticate participating tenant / staff logins, validate membership with Smartphone, Perform rewarding points and redemption of points against Gift Card, Void / cancel / return transactions, Classify transactions, Generate sales transactions reports.

System Migration

Migrate and retain existing customer and tenant data and all other required details

Project Cost:

Define project cost and operational cost for at least 4 years; this includes maintenance cost of all hardware / software. Software / App updates, bug fixes will be included for all modules as part of the AMC.

If the proposal is approved a detailed contract and project specification and deliverables should be submitted to Mercato management that includes:

- Payment terms
- Project duration
- Dedicated Project manager
- Present realistic integrative mockups
- Project milestones and penalties
- Company experience & referral projects
- Programmer qualifications & experience
- Handover of source codes
- SLA for AMC & handling of down time
- App hosting fees / any license fees

Hardware

List each and every hardware that will be incorporated in the new system, including cost, quantities required for each device type

Web and Database Server Hosting

Propose cost effective, reliable and secured solution to host web and database servers whether to deploy them in-house or adopting cloud hosting such as Microsoft Azure, Amazon AWS.
