PRIVILEGEPLUS Loyalty Programme for Mercato

As the PRIVILEGEPLUS Loyalty Programame is moving ahead into a more advance system solution, and after carefully studying all the directions we could do to incentives our mall patron to promote customer retention, the Mercato & Town Centre management has decided to work on a fully customized system concentrating on a Points to Cash back scheme for our Loyalty Programme.

The Points to Cash back scheme requirement will be based on the 5:1, 5:1 Concept (purchase AED 5 = will earn 1 point ; 5points = AED 1 cash value; points and values are a variable)

The New point system works as follows:

1. **A customer purchases item from any participating shop in any of the 2 malls.**
2. **The shop scans the barcode of the customer mobile App.**
3. **Our system will register the purchase and a copy of the receipt in an account created particularly for a shop A.**
4. **The mobile App of the customer will show the collected points after it is approved by our system (after the expiry of Shop A return policy)**
5. **The customers App will show the conversion of the points into Dhs once it is approved by the system.**
6. **The customer approaches our service centre to redeem the Dhs in his/her App (minimum of Dhs50 into gift cards (each GC shall be Dhs 50)**
7. **The customer can redeem the GC from any shop in the mall (participating or non participating)   receipt on the PPL device (maybe in a form of a phone or tablet; PPL system installed).**
8. **The participating shop shall scan the bar code of the GC (by the mobile App of the shop)**
9. **The participating shop will redeem all the GC it has collected at the end of each calendar month (an account of plus and minus show in our system)**
10. **The participating shop will not incur any cost in redeeming the GC from the mall.**
11. **The non participating shop will redeem the collected GC at the end of each month with a % fee the GC’s**

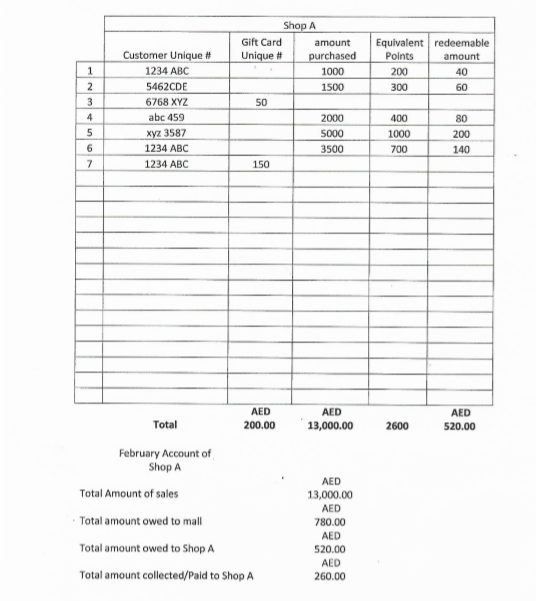
The new system shall have the following minimum features;

* **The ability to receive and store the purchased amounts of each customer in the unique account of the participating shop.**
* **Receive and store copy of the purchase receipt.**
* **The flexibility of changing the conversion of Dhs to points in any day / week or month.**
* **Reconciliation of each shop account and print a full data for that particular shop.**
* **Ability to store the issued and redeemed Gift Card with the unique number of the customer and the unique participating shop.**
* **The ability to add any other report required by the management (such as total sales of all the participating shops, total gift cards redeemed (shop wise), daily, weekly, monthly or annual reports).**
* **The redeemed Gift Cards from the non-participating shops.**

The Mobile App shall have the following minimum features;

* **The ability to feature all earned points and the conversion into Dhs.**
* **The ability to scan the purchase receipts and to be sent to our system.**
* **The ability to feature the mall promotions.**
* **The ability to feature shop promotional adverts and offers.**
* **The ability to scan the Gift Cards and to be sent to our system (shop feature only).**

We will need the reflection of these in the dashboard and also the reconciliation of our account to be sent to Merchant based on the below presentation.



Below are the points discussed during the meeting with client.

* The requirement is almost similar to the Share Loyalty App which carrefour has now. Please download the same and the login credentials are as below. These are the login credentials of Luay and this is just for reference Purpose.

Username: [luay.houri@gmail.com](mailto:luay.houri@gmail.com)

Password : Verbat@123

* Client don’t want the SAAS Model, they want the source code to be delivered to them so that later they can modify the same
* Client has their existing system which is to be closed. Its through the customer service and the terminal device, supported by magnetic card. The old system was custom made in asp.net & MS SQL . Credit Card/POS Terminals are deployed in each shop in old system. Client want data migration from this old system. Client is planning to completely eliminate the current PRIVILAGE Physical cards
* For future, now they are looking to have a mobile app to support the loyalty program and the backend can be managed by the Mercato Admin itself like putting scheme, managing partners, prices, points to cash back etc.
* The new system/tablet should be able to scan the receipt and they still enter the value in coordination with the image and submit. Cashier needs to first login in order to track which cashier performed this transaction.
* Client doesn’t want the customer to upload the receipt, the shop should do it. Currently in the Share App, customer scans/uploads the receipt. So, in the new solution, this functionality will go to the shop/tenant/cashier. So that it becomes the responsibility of the Cashier.
* Another model we propose to use a UI Path. Using UI Path, whenever we scan the receipt, and this will be sent as an email to our RPA. RPA will validate from same. Main values are automatically read from the receipt like – name of the shop, date+ time and amount
* **So, we need to propose both these options**
  + **Intelligent approach**

*Note: Scan receipt and all the details will be captured automatically*

* + **Traditional approach.**

*Note: Cashier will just type the amount, receipt number, date (auto populated)-> Take Photo ->Submit. Our system knows the amount. Amount/5->points. If he enters the same receipt number once again, system give error saying that its already being entered.*

*Disadvantage- sales person has the option to mark for his friend 100 when he purchased only for 10.*

We need to give price for both the solution models with its advantages and disadvantages.

* **Regarding the possibility of digitalizing the Gift card. We need to provide both the options:**
  + **Physical Gift cards**

*Note: Customer go to customer Service-> Show the mobile to CSR->CSR scan Mobile ->CSR scan the Gift card (Gift card is now linked to the account of that person).*

* + **Digital Gift cards**

*Note: Customer need not even go to the customer Service-> Customer will have the voucher in their account -> directly goes to shop-> Make Purchase ->Earn Points /Redeem voucher*

We need to give price for both the solution models and the advantages and disadvantages.

* Client has end of the month reconciliation.
* Family Membership Functionality Required
* Client doesn’t want to carry over any existing points of the customers from his physical cards
* Regarding the percentage fee for the gift cards, for non-participating stores, when someone purchase item from the non-participating store and has a gift card, it’s the shops wish whether to take GC or not. If they accept, and then later when they take this to the customer service, they will get the money back with few percentages deducted. So Non-participating store there is certain percentage and for participating stores there is no percentage.
* Client want the staffs to use Tablets
* Tenants can grant points only on the non-promotional items. This needs to be considered.
* Include Hosting Proposal also- Optional