SYNOPSIS

Topic: Customer Loyalty Software

Group no:11

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Proposed Project Description

Due to rapid global economic growth, the competition within markets has increased, requiring organizations to acquire and sustain a competitive advantage in today's information- based on digital business environment. Organisation must take more creative steps in their use of information technology to make their business more attractive to customers rather than their competitors. Loyalty programs are a prime example of keeping a competitive edge in today's market. The success of these programs rely on keeping track of the activities and accounts of many, perhaps even millions of customers, which would not be without a customer loyalty system.

Loyalty programs play a major role in business growth by retaining the present customers and attracting potential ones. In order to achieve these roles, organizations should have a powerful customer loyalty system which gathers valuable information concerning customer's purchasing frequency, purchasing interests and their spending practices. Customer information will be analysed by the customer loyalty system and utilized to create useful promotion and rewards plan.

We are expanding on one of the sample software products.

Customer loyalty is not earned easily. Customers are driven by their own goals and they'll be loyal to the company that can help them fulfill those goals. It doesn't matter if they have a positive history with your brand, if a competitor puts a better offer on the table then the customer is going to take it.

We propose to build a customer loyalty software based on the following guidelines:

• Personalised Incentives
• Rewards Stacking
• Points Expiration
• Loyalty Tiers
• Loyalty Reminders
• Distribution and Communication
• Authentication and Monitoring
• Customer Support
• Customised Experience for users

User Interface:

Consists of app for a user in which 6 different screens that are linked to each other. Starting off with the user registration and login page. After login the user is directed to the home page. From here he can go to either the deals page, about page, customer feedback page or customer points page

Plan of work

Deliverables:
→Create new account: -we reuse this part of code from internet.
→Home page: - we built this code according to our requirements.
→Offers and Deals: - we reuse this code and from internet and made some alter to our need.
→Customer Feedback: - this is part in our project that we build by our logic.

The following list shows the major functions that the system must allow the customer to perform:
- Through the web site the system must provide a registration form for the new customers to enroll in the program, add their desired usernames and passwords and their mobile numbers, address, and age(through birth date).
- The ability to login to their accounts and view/update their information, view their points, receipts, gifts, and promotions
- The ability to provide to customers an easy way to order their earned gifts online(redeem points)
- The ability to change a customer's password through the website
- The ability to obtain help from the help section