

PerkPal



Initiative By

-Team Phoenix-

Problem

Company ABC is faced with the challenge of moving its office while preserving the sense of community among its staff and improving their overall experience. The business wants to encourage collaboration and diversity among its employees, and it has identified the creation of a new app a non-monetary token-based loyalty app—as a viable remedy. To ensure the app's success, a number of issues must be resolved. These include establishing clear terms and conditions, setting a daily earning limit, establishing a diverse list of merchants for redemption, managing token expiry, and taking into account the possibility of token transferability among employees. Registration process and choosing the metric for token earnings should also be included. To ensure that the loyalty app effectively improves the employee experience and promotes a strong feeling of community within Company ABC's new office setting, it is crucial to overcome these obstacles.



Solution

A comprehensive token-based loyalty mobile app, "**PerkPal**", is suggested to address the issues faced by Company ABC and improve the employee experience. Through active involvement and accomplishments in a variety of activities, including carpooling, extracurricular activities, hackathons, sporting events, winning games in the play area, and contributing to business blogs, employees will be able to earn tokens.

The earned tokens can be redeemed for a range of services, including accessing the canteen, reserving parking spots, utilizing EV charging stations, booking activities in the play area, and reserving sports courts. The redemption process will be facilitated through a unique QR code generated by the app, ensuring a seamless and convenient experience for employees.

Key features of the "PerkPal" app include:

- **User Roles:** The app will have two main user roles - employees and merchants responsible for redeeming tokens at their respective services.
- **Token Transferability:** Employees will have the option to transfer their tokens to other employees, promoting teamwork and collaboration.
- **Earning Limit:** To prevent misuse, there will be a daily earning limit set at 50 tokens per employee.
- **Token Expiry:** Tokens will have an expiration period of one month, encouraging employees to utilize their rewards in a timely manner.
- **User-Friendly Registration and Login:** Employees and service providers will be required to register and log in to the app using their respective credentials. This will enable personalized tracking of token earnings, redemptions, and transfer history for employees, while also allowing service providers to manage their offerings and track token transactions.
- **Strong Security Measures:** The Employee Rewards App will give employee data and token transactions the utmost priority when it comes to security. To protect user privacy and defend against potential threats, measures like secure login authentication, encryption of critical information, and regular security audits will be put in place.

Solution (Continued)

Company ABC may develop a dynamic work environment where employees feel valued, engaged, and connected by deploying the Perk Pal App. The app's cutting-edge features, including token transferability, QR code-based redemption, and service provider participation, will increase engagement and promote a strong sense of community among team members and outside partners. Employees and service providers will benefit from their efforts and accomplishments while enjoying an amazing experience thanks to the app's user-friendly design and transparent token management mechanism.

