

6 Loyalty Program

Industry	Oil & Gas	Client	Gazprom Neft
Role	Business Analyst, Project Manager, Solution Architect		
Key Result	Designed and launched a loyalty system for the fuel retail chain. Implemented a comprehensive loyalty program platform. Participants grew from 1M to 4.5M; marketing effectiveness significantly improved.		

Situation	Task	Action	Result
Gazprom Neft operated a loyalty program that was underdeveloped. While loyalty cards had been issued, there was no ability to create or manage promotions, segment customers, target campaigns, analyze consumer behavior, or detect fraud. The loyalty program was essentially non-functional.	The task was to build a system for managing the full lifecycle of loyalty campaigns — from customer behavior analysis and segmentation to campaign planning, execution, and post-analysis. The system needed to support compliance with local laws and handle both fuel and non-fuel products.	I led the project as Project Manager, overseeing timelines and optimal use of resources. I also acted as Business Analyst — gathering requirements, managing change requests, drafting technical specifications, and coordinating demos and acceptance testing with the client.	The client gained a fully operational loyalty management system, enabling strategic planning and targeted campaign execution. Customer loyalty significantly increased — program participation grew from 1 million to 4.5 million users. The company also gained better control, reduced fraud, and improved ROI on promotional spending.