



The first coalition rewards program in the Kingdom of Saudi Arabia

Jazeel is a new and unique rewards program that rewards members when they purchase goods or services from participating Jazeel partners. Members earn points on their Jazeel card at partner locations and may later redeem them for goods and services at a diverse selection of participating partners within our exclusive Jazeel kingdom-wide network.

Feature Highlights

- Multi coalition multiple partner loyalty program
- Online transaction portal & Reward Catalog
- Points plus cash redeeming feature
- Fully Managed Administration
- Integrated Discount card
- Integrated Gift card
- Sending points to friends
- Referral bonus
- Banner management System
- Click-to-rate System
- Gift Card
- Discount Card
- Donating points to NGO
- Sending points as gift

Solution Development

We aimed to build a flexible, secure, and scalable Loyalty Program Management solution based on .NET technologies to provide robust, integrated, and 'out-of-the-box' functionality. The development was carried out with following objectives in mind: Highly Responsive Website, Flexibility in Program Configuration and heterogeneous third party/devices integration capabilities.

A dedicated Partner portal was also provided that allows partners to participate in the loyalty program. Using the portal, partners can enroll members, submit transactions, review promotions and provide members with customer service based on current information.

Client



Domain

Marketing Solutions

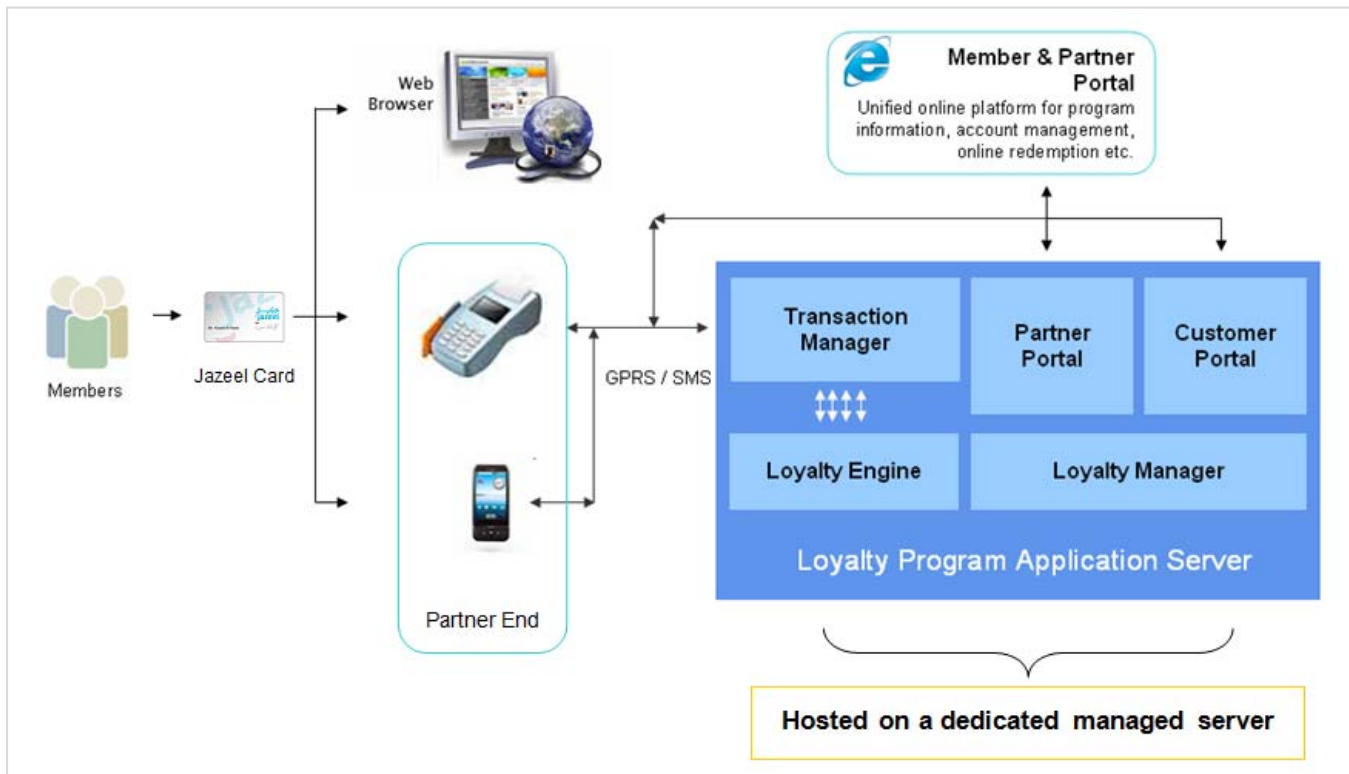
Challenges

- Highly flexible configuration backend required to manage multiple and unique coalition programs
- Manage large user base (approx. 2 million)
- Support Multilingual interface
- Support multiple card and tier
- Provide rich user demographic and analytics data to create effective campaign

Solution

- CMS based complete portal solution for Loyalty Program Management
- Rule-based flexible system to create marketing programs as per specific requirements
- Complete Program Management
- Powerful Loyalty Engine supporting both batch and real-time processing of loyalty transactions
- Also supporting Gift and Discount Cards
- Management Information and Analytical reports

Solution Overview



Tools & Technologies

Development: Asp.net C#, JavaScript, JQuery, XML, XSLT, Ajax

Reporting: Crystal Reports, HTML

Database: MS SQL Server 2008

Integration: Web Services, SOAP

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Realized Benefits

For Member:

- Reward Points for all purchases
- Instantly receive promotions info and updates by e-mail/SMS
- Utilize earned points for multiple redemption channels as per choice

For Partner:

- Assured revenue and increased profit
- Customer engagement and retention
- Customer delight by offering only of its kind program in Saudi Arabia
- Availability of never before insight about customers and market trends

For Program Manager (our client):

- Leadership position in marketing and customer engagement domain in Saudi Arabia due to success of Jazeel solution
- Association with large business establishments from FMCG, Consumer Durables, Electronics and Service sector for managing their customer loyalty
- Rich repository of consumer buying behavior and market trend from different demographics and consumer class