Customer Loyalty and Rewards
Using Pega Customer Decision Hub

Introduction:

An end-to-end, out-of-the-box native Pega Application for loyalty management that is innovative, easy to deploy, integrated with analytics/AI capabilities, and enables engaging customer experiences

The Customer Loyalty and Rewards App provides a ready-made application that can be integrated into an organizations landscape easily, thereby increasing efficiency, reducing errors, and saving time.

Why is a ready-made application to manage customer loyalty useful?

Designing and delivering an application to reward an organization's customer base for their loyalty from scratch is a difficult and time-consuming task for any organization; it is even harder to do it innovatively, rapidly, and cost-effectively.

Typical Challenges

1. Evaluating & Managing Customer Loyalty
    - Understanding customers' loyalty value and rewarding them proportionately requires detailed evaluation and strategy.
    - Calculating customer loyalty and designing redemption processes demand a well-defined strategy.
2. Time to Market
    - Deploying new, innovative, and customer-relevant loyalty and rewards programs can be time-consuming due to the required steps of discovery, conditioning, design, implementation, testing, and delivery.
    - A lack of skilled resources, combined with the overheads of scalability, can impact the time required to deliver the solution.
3. Integration with the Organization's Application Landscape
    - Integrating a new bespoke application into an organization's existing application architecture landscape can be a complex task, involving data ingestion, channel integrations, and reporting.
    - This involves creating actionable fulfilment integrations with 3rd party providers and voucher management systems.
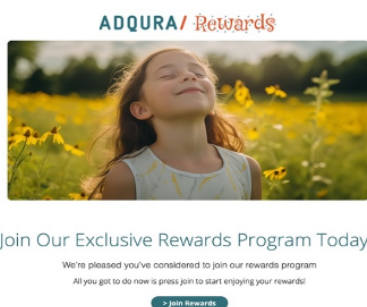
The Customer Loyalty and Rewards App can help solve key challenges of introducing innovative customer loyalty application.

Key Features and Capabilities

1. Customer Engagement: The application handles customer invitation, onboarding, and value calculation, enabling personalized rewards and offers.

2. Voucher Management and Notifications: The Loyalty App manages vouchers, notifies customers about offers and rewards through various channels, and provides an online portal.

3. Wallet API: The application includes an ready API for client portals to display fulfilled rewards, their value, and accepted rewards for later redemption.

4. Native Pega Application: Built using Pega Infinity, the Loyalty App leverages out-of-the-box Pega CDH features and best practices.

5. Advanced Predictive Modeling: As a native Pega application, Loyalty App utilizes Pega Prediction Studio's capabilities, including Predictive & Adaptive models, Pega NLP, and external models.

6. Seamless Integration: The Loyalty App offers easy integration into an organization's systems and business operations, providing a customer portal and service layer for existing online applications.

7. Integration with Pega Operations Manager: The Loyalty App integrates with Pega Operations Manager for managing BAU changes using agile delivery methodology.

Conclusion:

Adqura's Customer Loyalty and Rewards app empowers enterprises to create engaging and personalized loyalty experiences for their customers, driving customer retention, and business growth.

Please contact us for a demo and further discussion on how we can help you: **Sinan Cilesiz**, sinan.cilesiz@adqura.com +1 (310) 341-9707

*Adqura is a global consultancy specialising in AI-driven **Always On Marketing** solutions for leading Comms and Financial Service brands worldwide using Pega's Customer Decision Hub (CDH).*

Note: The app is provided within the bounds of the terms of the Pega CDH license as provided by Pegasystems