



Client success story: Customer Engagement

Program Type: Proprietary Loyalty

Industry: Financial Services

SCALING UP AND **GROWING** FINANCIAL SERVICE CUSTOMER LOYALTY

Our client, a major Financial Services Institution, needed a technical partner to build and implement a massive-scale customer loyalty program. Our experience and expertise fit the brief and so began a hugely successful loyalty partnership.

The challenge

The challenge of this loyalty program was not in the building or implementation, since over the previous 20 years Achievement Awards Group had built some impressive and complicated programs. The real challenge for this project was building to what was, at the time, a massive scale.

When we began this client relationship, a loyalty program with 10 000 members was considered big. Here, we had to cater for the data of 17 million members and target 2.7 million active members for onboarding and immediate processing. The timeline further increased our challenge, as we had just 9 months to build and launch the entire solution.



The solution

Our development process prioritised scale and speed:

- We developed the software in quick iteration cycles in order to optimise and test every scalable component of the platform
- ETL (Extract, Transform & Load) software that could comfortably handle 20 000 data points a minute was scaled up dramatically to handle 2 000 000 data points a minute
- Take on data for previous clients typically measured in the 10s of megs and this capability was scaled up to handle 10s of gigs
- Large quantities of legacy data needed to be reported on and cleaned up during the development in order to launch a fully optimised and transformed solution

And with extreme software improvements came the need for a more robust operational support environment. We rapidly mobilised the appropriate staff.

- A dedicated IT operations team was established to deal with data monitoring and batch processes
- We staffed a helpdesk with agents who were trained and authorised to handle all call centre escalations

Working to stringent SLA's and within the restrictive parameters of numerous industry regulations, our team delivered this massive-scale loyalty program on deadline and on budget. Many years later, the solution continues to run effectively and regular enhancements keep the customer loyalty experience fresh and engaging.



Key components

- Merchant matching system designed to client specifications with close on 130 000 terminals in South Africa
- Dashboard and selection of numerous reporting options
- IT security services providing a deep and comprehensive view of vulnerabilities and risks
- Integrated CMI system for inbound and outbound call centre customer service
- Interactive web portal for flexible program management
- Rewards mall and travel portal with integrated points and cash payment functions



DATA INDICATORS

- 1m active members
- Over 66m emails sent
- Over 123m text messages sent
- 2.5m customer queries
- 9m awardscard transactions processed
- 385m Points banking transaction
- 2.5m calls resolved

We specialise in end-to-end engagement solutions using a holistic approach that connects employees, sales and channel partners, and customers.

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