IMPROVING CUSTOMER EXPERIENCE WITH A LOYALTY CARD APPLICATION

Our client, a leading company in retail and distribution, was looking to develop **an app for its customers to improve customer satisfaction and work as an efficient communication channel**.

Noesis developed the loyalty card app using OutSystems. The app aims to be a universal tool for the user, digitize the membership process and customize the end-user experience.

noesis
an **Altia** Company

BUSINESS UNIT
Low-Code Solutions

SOLUTION
OutSystems

#1
Downloaded app in 1 Week (Portuguese App Store)

2018
Innovation Award Winner

800k
Users

15k
Registers in 2 days

THE CHALLENGE

Developing the company's new loyalty card application involved challenging requirements such as:

> **Offline capabilities**;
> **Developing** an **Agile** back-office;
> **Several plugins** for specific products and partners;
> The **ability to integrate** with several of the company's **core systems**.

GOALS

This leading consumer products retailer identified as key-goals:

> To be a **universal tool for the user**;
> To **centralize membership**, **loyalty campaigns**, and **account management**;
> To reflect the loyalty card **value proposition**;
> To offer a **customized experience** to the end-user.

SOLUTION

A team of Noesis developers, along with the client's IT team, created a mobile app on the OutSystems platform.

The mobile app is a digital adaptation of the company's loyalty card and coupons, allowing for **account management** with a focus on user experience.

Key functionalities for the end-user include:

> **Balance and Coupon Management**;

> **Account Management**: Customer relationship preferences;

> **Transaction log**: last purchases and electronic invoices;

> **Easy payment method**, by associating bank cards to the app;

> **Push notifications** with all the exclusive offers.

THE RESULTS

Today, the **loyalty card app** is the most widely used app developed by this client, with positive results:

> **Flexibility and scalability, with new features** released every two weeks and the ability to integrate new partnerships;

> Improvement in performance by **optimizing back-office processes and interactions** with core systems;

> **Growth** in the loyalty card membership;

> **Binding of benefits and offers across company's** associated brands;

> Increased **customer satisfaction**.