



CASE STUDY

Win customer retention through customer reward points





The client

One of the leading jewellery chains in India.



Business situation

The client wanted to retain a large number of its customers for its jewellery shops scattered across the city. The chief concern was to provide the best possible modern services to its clients in a way that they can strengthen their brand.



The challenges

Creating different types of loyalty cards for different customers. Allowing customers to login to the site and check their earned points based on their purchases and redeem the points against offers.





The solution

Briskon developed a web based centralized application allowing shop managers to login and create a first card for a customer. The application was then ready for the customer to keep checking his/her accumulating reward points for every purchase, so that they can redeem these points against different products displayed in their profile. Customers were also able to check their profile and buying history.

Important features captured with solution:

- User profile maintenance
- Sales details
- Customer details
- Proposal & invoice generation
- Online calendar
- Cross marketing
- Email
- Mail labeling
- Online knowledge bank





The benefits

Client won the customer retention manifold.

Client could create a huge customer database.

Client could know the high worth customers by analyzing the buying patterns.

Are you looking for any web applications that will help you engage with and retain your customers?

Contact us now to explore all the features of our web application services.

Contact us



About Briskon

Founded in 2005, Briskon is a full-service digital marketing and custom software development company that operates from Bangalore, India.

Briskon is a highly process-driven organization with extensive experience providing excellence in the digital world. The young and vibrant team at Briskon consists of highly skilled, forward-thinking managers, analysts, programmers, marketers, designers, developers, and QA personnel who have been working together to deliver world-class quality products and solutions. Our unerring commitment to quality and continuous learning to stay abreast of the latest technologies enable us to consistently deliver customer delight.

Our approach extends our innovative technological capabilities to serve clients across all domains. Briskon's solutions expand to cover the entire spectrum of IT, software products, digital transformation, digital marketing, and professional services.

Contact us today for all your software development and digital marketing needs.

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