

Easyrewardz Diaries

2011 to 2021

Capping off a decade dedicated to Innovating & Transforming CX

22 December, 2021 marks the
10 Years Anniversary for Easyrewardz

Easyrewardz is a decade old now and it has been quite a journey. While it sure is a cause for celebration, it's also a significant moment for reflection.

From 2011 to 2021, our umbrella has grown from Retail industry focused to an **industry-agnostic platform**, from managing Customer Loyalty Program to a **holistic CRM stack**, from 10 employees with shared office space to **300+ employees in 5 countries**, from 10 partners to **180+ brands across 15+ countries** – It feels proud to see what the company has accomplished over the last 10 years.

Today, we're reflecting on Easyrewardz journey and evolution through the years!

But, First things first!

Easyrewardz at a glance

A B2B SaaS Platform, paving the way to customer-centricity with state-of-the-art tech solutions to help businesses grow and build lasting relationships with customers.

Founded in 2011 by the Fabulous 4



Easyrewardz was founded by **Soumya Chatterjee, Angad Singh, Tejas Kadakia and Sapan Kadakia**. In the digital era where people connect socially to share everything from life stories, travel stories, work stories and more, these four founders shared their business ideas which had a common theme – customer loyalty. And, the rest is history!

Ideation



Address the white space between the available CRM tools for businesses across industries

Mission

With rapid progress of mobile and explosion of data (big, bigger, biggest), customers can be better engaged (not spammed) by brands basis what they are looking for and when. Also, increase in sales doesn't need to come through high discount offers or coupons.

Leveraging experience & technology expertise garnered through several years of Loyalty program & CRM, the fab 4 have set out to revolutionize how brands engage with customers that fosters growth for the brand and delight for the customers in this digital age, in India and globally.

2022 Goals

- To become preferred partner in BFSI & B2B verticals with our all new Rewards Management Stack
- Launch console to offer an integrated experience of Easyrewardz products & services to our brands
- Retail will continue to be the focus, while there will be further innovations in healthcare
- DealCloud to empower customer acquisition & cross pollination across brands
- Expanding footprints in APAC/MENA regions

A brief history of time

Over lots of cups of coffee, weekends locked in service apartments, algorithms drawn and wiped, re-drawn on paper napkins, whiteboards, window panes and mobile screens, we embarked on delivering technology products with in-depth analytical insights and best in breed services to create successful customer-brand ecosystem in 2012.

Using the experience and technological expertise garnered through several years of delivering CRM & loyalty solutions, we have developed a cloud-based CRM platform that plugs in seamlessly with the client's transactional systems, making the entire process quick and rewarding for them and their customers.

How it started (2011) & How it's going (2021)



#10YearsOfEasyrewardz

It's been a decade dedicated to Learning & Excelling | Resilience & Growing | Innovating & Transforming CX.

Let's take a look at the 10 years that have passed and how far we have come!

The Easyrewardz Journey

2011-2012

- Founded in 2011 to revolutionize CRM and Rewards space with a tailor-made CRM stack
- Forays into Fashion & Lifestyle industry

2013

- PAN-India Expansion of Network across Delhi, Mumbai and Kolkata
- Conception of Exchange Platform - Launched with an aim to drive business through Customer Engagement

2014

- Launch of Enterprise Business - As Easyrewardz broadens its horizons by offering CRM & Loyalty solutions to enterprises
- Integration with 20+ Billing systems & access to 45000+ partners stores
- Easyrewardz LPaaS (Retail Banking) - Forays into Banking industry

2015

- Easyrewardz becomes Industry-agnostic with its entry into verticals beyond Retail

2016

- Easyrewardz onboards CRM Accelerators to ensure continuous, sustainable growth of the company

2017

- \$2 Million raised in Easyrewardz Series A Funding led by Trans Continental venture fund, Venture Catalysts
- Enters the Healthcare Industry

2018

- Launch of Easyrewardz CEMS
- Repositions the brand as 360 ° CRM Solution Provider by covering entire spectrum of CRM

2019

- Easyrewardz raises \$4 Million from Flipkart in Series- B
- Also enters into a partnership for Flipkart's rewards exchange program

2020

- Launch of Easyrewardz Shopster- An exclusive COVID-19 Conversational Commerce Toolkit for Retailers
- Easyrewardz gets into Digital Payment space with Shopster Pay

2021

- Repositions the brand as 360 ° CLM Solution Provider
- Launches the five-circle logo – where each circle represents a different phase of a unique but crucial aspect of crafting an engaging customer lifecycle.

Awards & Accolades

At Easyrewardz, we believe in providing state-of-the-art solutions to our clients to help them deliver best CX. This belief has led us to be recognized by the industry.



We were quick to recognize the need of Conversational Commerce for businesses during COVID-19. Our flexible & agile Product Methodology paved the way to deliver Shopster toolkit.

Entrepreneur
2021

Business Innovation of the year

Won the prestigious Business Innovation of the Year award for our Covid-proof toolkit Shopster for Retail

BW BUSINESSWORLD
www.businessworld.in

Tech Achiever at BW Businessworld #Techtors

Our Co-Founder & CEO, Soumya Chatterjee was named as one of India's Top Tech Entrepreneurs in 2021 for envisioning Shopster

Indian Retailers Rated

Most preferred Conversational Commerce toolkit

Voted the Most Preferred Conversational Commerce Toolkit in an independent survey conducted by Feedback Advisory

Year-on-Year Industry recognition for Programs managed by Easyrewardz



Best Channel Loyalty Program Customer Fest 2021



Best Contactless Service Experience Customer Fest 2021



Best Use of Direct Marketing Customer Fest 2021



Most Admired Retail Tech Implementation - Loyalty & Customer Engagement IMAGES Retail Awards 2021



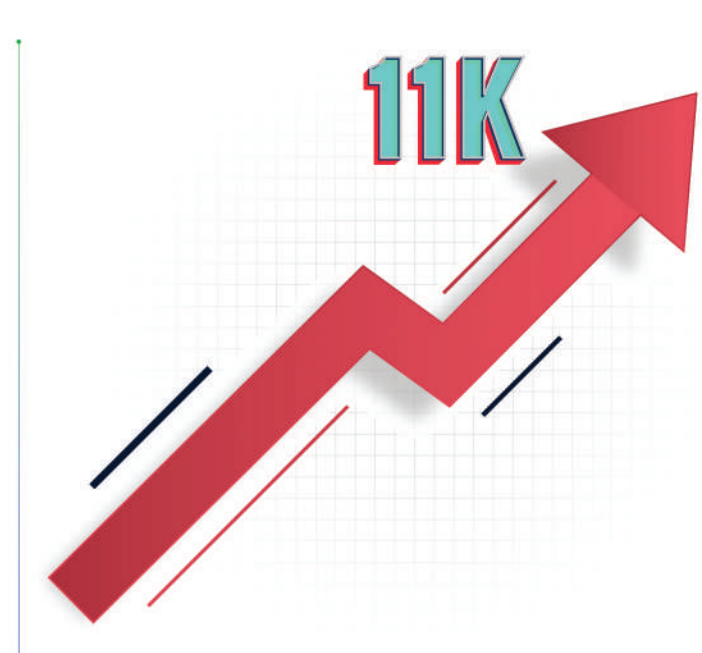
Best Loyalty Program in Retail Sector Customer Fest 2020



Best Loyalty Program in Services Sector Customer Fest 2020

LinkedIn - 11K+ Followers & Counting...

"Rome was not built in a day, so are our connections"
Easyrewardz has crossed a new milestone of 11,000 followers on LinkedIn. Look forward to continuing to engage the followers with relevant and insightful content.



Always in high spirits- Easyrewardz Family



Team Easyrewardz follows an encouraging company culture that embraces life and work balance. In 2021, 100+ people joined the ER tribe, in 2022 too, we hope to add more members to our family.

During the last two years, while we worked remotely we have been connected deeply. The 'work from home' routine did not stop us from team huddles, fun sessions, meeting deadlines and achieving milestones.

It is a gratifying feeling to accomplish what we have.

We are excited as we enter our next decade to make the next 10 years better than the last.