

# EASYREWARDZ DIARIES

• A L O O K B A C K A T 2 0 2 2 •

After the chaos and uncertainty of last two years, 2022 was 'a year of resilience' for the whole economy. This year has seen a focus on nurturing customer relationships by embracing digitization, establishing trust, exceptional customer service, creating experiences that matter. With the year fast drawing to a close, here are some of the stories from the past year

## PRODUCT LAUNCH



LAUNCHED WORLD'S **1<sup>ST</sup> E2E B2C FOCUSED UNIFIED CRM STACK**

Easyrewardz unveiled Zence, a combination of products which help brands offer a Connected CX. The suite unifies Lead Management, Loyalty Program, Campaign Management, Ticket Management, Feedback Management, Customer Data Platform + Insights

[Know more](#)



LAUNCHED ZENCE *for* D2C TO CURB **CART ABANDONMENT**

Easyrewardz launched Zence Commerce Cart Recovery Solution to reclaim lost sales via WhatsApp. The solution helps brands turn abandoned carts into successful sales by winning back lost customers. It helps brands increase cart recovery rates by 2X\*

[Know more](#)

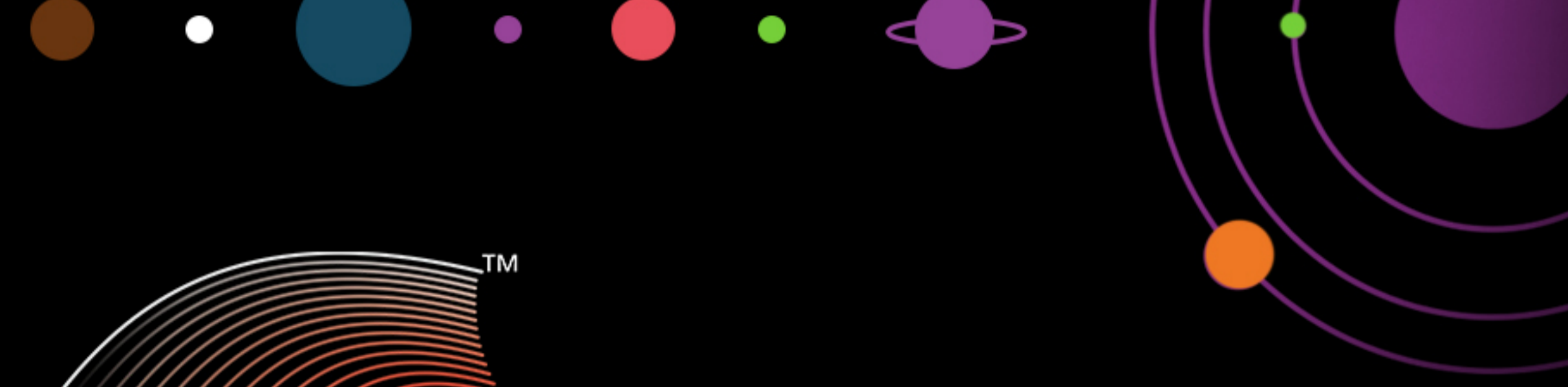


SOFT LAUNCHED ONE-OF-A-KIND A BUDGET FRIENDLY **CRM & LOYALTY PLATFORM POPIN** *for* SMALL RETAILERS *and* STAND-ALONE STORES

Easyrewardz unveiled Popin - **Ab Shaan Se Behega India** during The ReTechCon 2022. Popin provides retailers a single dashboard to track & manage sales, build loyalty and increase repeat sales by incentivizing customers via WhatsApp Selling, Targeted Communications, Loyalty & Offers, Digital Receipt and Automate Reports

[Know more](#)

## EVENTS ROUND-UP



THE **CUSTOMER FEST SHOW 2022** 15<sup>th</sup> Edition



EASYREWARDZ PRESENTED THE **CUSTOMER FEST SHOW 2022**

EASYREWARDZ PARTICIPATED AT **RETAIL TECHNOLOGY CONCLAVE 2022**

Easyrewardz participated in the 15th Edition of 'The Customer Fest Show India 2022' as the presenting partner. The event witnessed a keynote address by Soumya Chatterjee, Co-founder & CEO, Easyrewardz. During the speech, he launched the highly anticipated end-to-end CLM stack, Zence

Easyrewardz participated as the CRM & Loyalty Partner at Retail Technology Conclave 2022, hosted by the Retailers Association of India. The event saw our leaders Soumya Chatterjee & Tejas Kadakia on the dias sharing their expertise with the audience on how Retail can adopt loyalty solutions to engage & retain customers with Popin and how Connected CX will help brands differentiate themselves from competitors

## EASYREWARDZ PARTNERSHIP IN NEWS



PARTNERED *with* MOTHERHOOD HOSPITALS *for* **"MOTHERHOOD DELIGHTS" LOYALTY PROGRAM**

Motherhood Hospitals has leveraged **Zence for Healthcare** for offering loyalty program to patients, enabling patients to share feedback, Lead Management, and Engagement over WhatsApp. Easyrewardz has also helped create an experiential program microsite for Motherhood Hospitals that allows members access to their dashboard, refer their friends & family



PARTNERED *with* J&K BANK TO MANAGE THEIR PAN BANK LOYALTY & REWARDS PROGRAM

J&K Bank, the universal bank of Jammu & Kashmir has chosen Easyrewardz to implement and manage J&K Bank's pan bank loyalty & rewards program. The bank intends to implement Loyalty Management Solution for all its digital platforms including the Cards, e-banking, Mobile banking, Phone banking, POS etc.



PARTNERED *with* **BAJAJ FINANCIAL LIMITED** *for* THEIR LOYALTY PROGRAM

BFL has engaged Easyrewardz end-to-end reward platform for the success of their Triple Rewards program and Rewards on BFL 3-in-1 App. Easyrewardz CLM platform enables BFL to easily manage the entire customer journey through an intuitive dashboard and Customer UI



STRENGTHENED PARTNERSHIP *with* **BATA GLOBAL**

Easyrewardz has bolstered its relationship with Bata Global and is now managing Bata Club Loyalty Program in six countries. The association has enabled Bata to leverage Easyrewardz unified CRM stack to deliver enhanced customer experience at every step of the user journey

## AWARDS AND ACCOLADES



EASYREWARDZ CLIENT PARTNERS BAGGED AWARDS AT THE **CUSTOMER FEST SHOW 2022**

Best Use of Customer & Data Analytics in a Loyalty Program	
Best Loyalty Program of the Year	
Best Use of Innovation in Loyalty Marketing	

**BW 40 UNDER 40**



Our Co-Founder & Director, Tejas Kadakia was named in the elite list of young achievers by BW Businessworld Media Group

## EMPLOYEE ENGAGEMENT

ASSOCIATED *with* THE LOYALTY ACADEMY, A PRODUCT OF **THE WISE MARKETER** GROUP TO SPONSOR **THE INAUGURAL CLMP™** WORKSHOP *for* ITS EMPLOYEES

The **Certified Loyalty Marketing Professional™** Certification is the only recognized professional certification in the loyalty marketing industry. At Easyrewardz, we always ensure to invest in upskilling our employees to empower them to help deliver excellent service & advisory to clients consistently

### UNWIND *and* UNLOCK

Easyrewardz Leadership team took some time off from their busy schedules to embrace today and plan for tomorrow. Nothing adds more to it if you come together as a team which has camaraderie, appreciation and is aligned towards a common goal.

# GEARING UP FOR 2023



Presents



Powered by



Easyrewardz announces the launch of much awaited CX Insider Chat Series. The series will have 4 Episodes and is powered by Microsoft & BW Businessworld.

At Easyrewardz, 'Elevating Brands CX across Channels' has always been our focus. In continuation to this vision, Easyrewardz is unveiling a new chat series called CX Insider which features - **Customers Speak, CMOs Talk, Tech Views and CEOs Vision.**

**Stay tuned!**

## WHITE PAPER

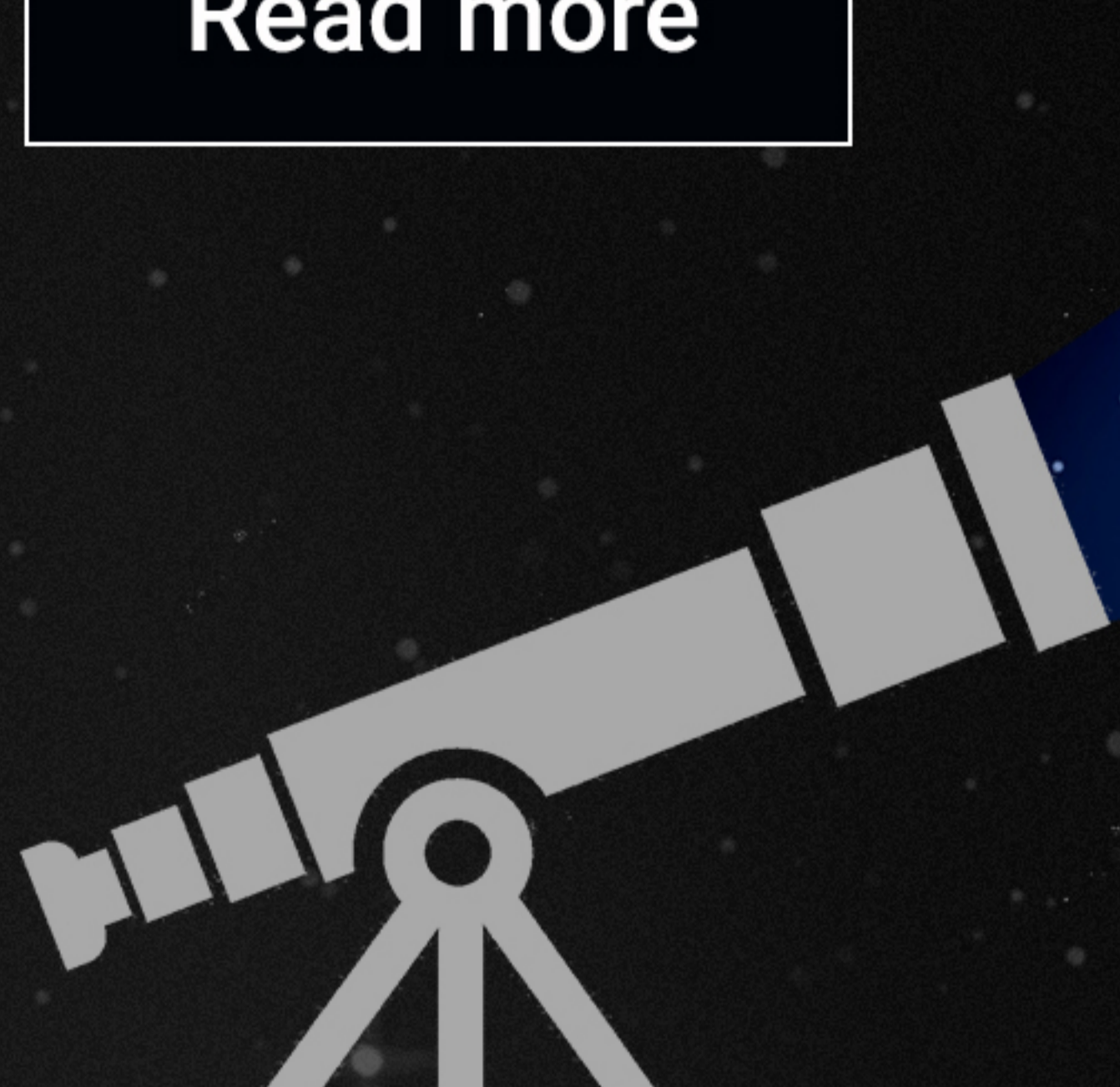


**CUSTOMER DEMOCRACY™ - OF THE CUSTOMER, BY THE CUSTOMER, FOR THE CUSTOMER**

The stakes to nail Customer Experience will continue to drive higher in 2023. The more impactful the customer-centric strategy is, the higher the chances of a customer to be loyal towards the brand will be and hence, increase in ROI.

We are releasing a Whitepaper on 'Customer Democracy™ - Of the Customer, By the Customer, For the Customer'

[Read more](#)



ACCELERATED DIGITAL TRANSFORMATION

WHATSAPP FOR CUSTOMER SERVICE

CONNECTED CUSTOMER EXPERIENCE

PERSONALIZATION AT SCALE

RELEVANT CONVERSATIONS

Irrespective of trends from year to year, a few strategies like Retaining Existing Customers and boosting their loyalty towards your brand should be a priority.

Know how Easyrewardz Zence can help you uplift the Customer Experience in 2023.

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# PREDICTIONS FOR 2023