

▶ **BANKING** |



START



- Data
- Security
- Analysis
- Innovation
- Technology
- Network



easyrewardz®

# CRM & LOYALTY

Offerings for BFSI

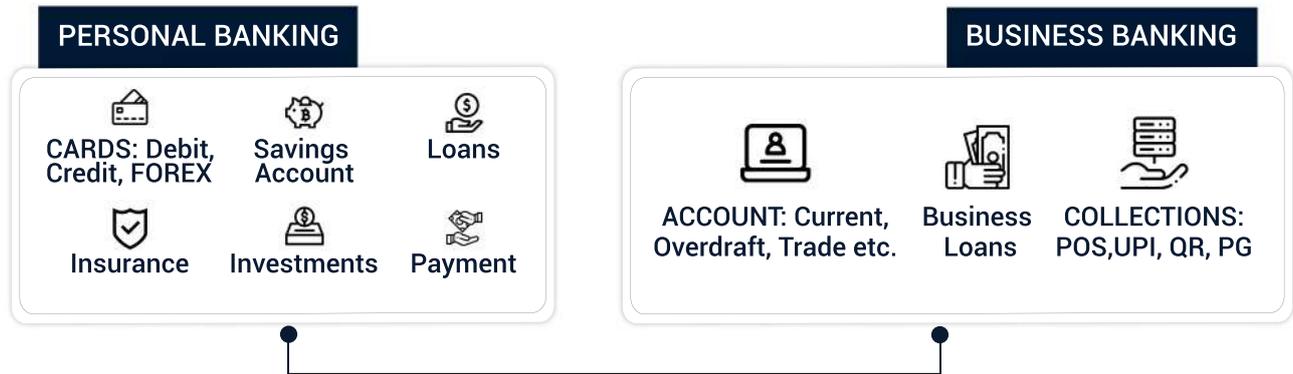
CX | Technology | Rewards



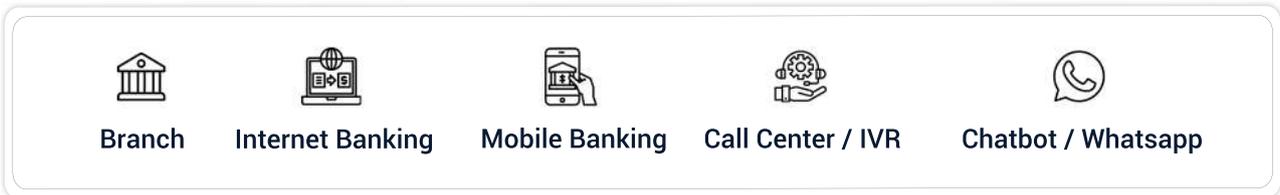
# BFSI CRM Landscape

Easyrewardz coverage of CRM Drivers help BFSI brands create a unique proposition

## Business Drivers



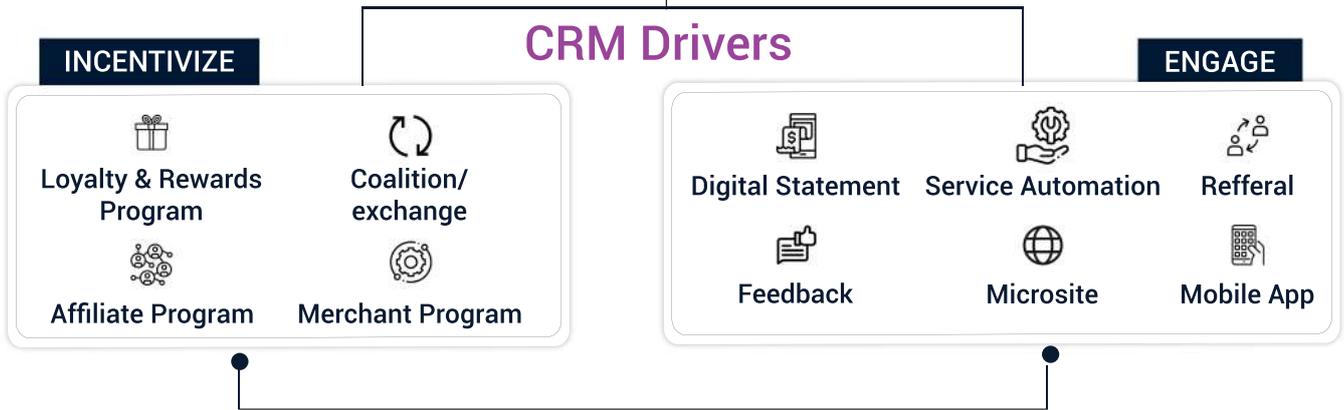
### KEY CHANNELS / TOUCHPOINTS



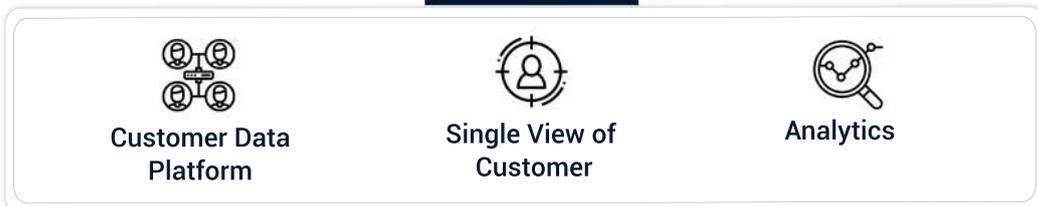
### KEY OBJECTIVES



## CRM Drivers



### ANALYZE



# 360° CLM Platform enabling Seamless Omni-Channel CX

## Why Easyrewardz?

Drive customer actions by delivering engaging and scalable solution for BFSI with our

- Robust Technology
- Relevant Experience
- End-to-End Strategy
- Partner Network

## Key Offerings



Loyalty & CRM



Rewards Management



Payment Solutions



Conversational Engagement

## BFSI CRM & Loyalty Building Blocks

Accrual Engine

Reward Box

Communication & Engagement

Data & Analytics

Offers & Alliances

## Accrual Engine

Capability to define different wallets, point-rates and more



### Milestones

Define milestones i.e onboarding, activation, feedback, referral



### Lock/Unlock Rewards

Rewards can be locked to specific criteria – products, transaction types, members



### Partner Network

Coupons and deals from program partner or external affiliates

# Reward Box

Create moments of delight with an extensive rewards catalogue and flexible redemption rate



## Payment Options



Points



Points+Cash



Cash



### Flights, Hotels and Trips

A wide array of options for flight & hotel booking



### Merchandise and Gifts

Over 25 categories of millions of products



### Vouchers and Deals

Bouquet of vouchers & deals to pick from



### Payments and Recharges

Mobile recharge & other payment options



### OTT Subscriptions

Plethora of OTT platform subscription options



### Delightful Experiences

Redemption on experiential & lifestyle rewards

# Data & Analytics

Leverage the power of data to unlock 360° view of customer



### Customer Data Platform

Access 360° single view of customer to capture consumer behaviour



### Customer Segments

Create customer segments basis profile & behavioural data to drive portfolio actions



### Unified Dashboard

Access key matrices, scheduled reports, transactional and engagement data

# Communication & Engagement

Engage customers via data-led communication



## Personalized Engagement

Engage customers via SMS, WhatsApp, chatbot and program-based microsite



## Offers as Pull Channel

Leverage offers as an effective pull channel to upsell and cross-sell

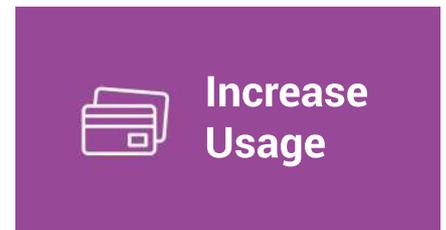


## Targeted Campaigns

Execute targeted campaigns basis data-driven strategies

# Offers & Alliances

Offer amplifying benefits to drive Customer Value Proposition, increase Usage & enhance CX



# Clients





## “Spark customer actions with our cutting-edge CRM solution for Banking & Financial Services”

Easyrewardz is an industry-agnostic cloud-based CRM & Loyalty platform that enables seamless omnichannel customer experience. Easyrewardz innovative ways to engage new customers & retain existing ones by leveraging technology is helping financial institutions embrace digital disruption leading to excellent customer experiences.

Easyrewardz has been associated with banks and financial institutions to provide a seamless & rewarding experience to their customers, enabling consistent engagement. Easyrewardz has more than a decade experience in managing BFSI, Retail and B2B loyalty & CRM programs.

More than 180 brands, including Kotak, RBL, J&K Bank, Bajaj Finserv, IIFL and ICICI have trusted Easyrewardz to create brand markers and delight customer.

### Let's Connect

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