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easyrewardz®

CRM & LOYALTY

Partner For BFSI

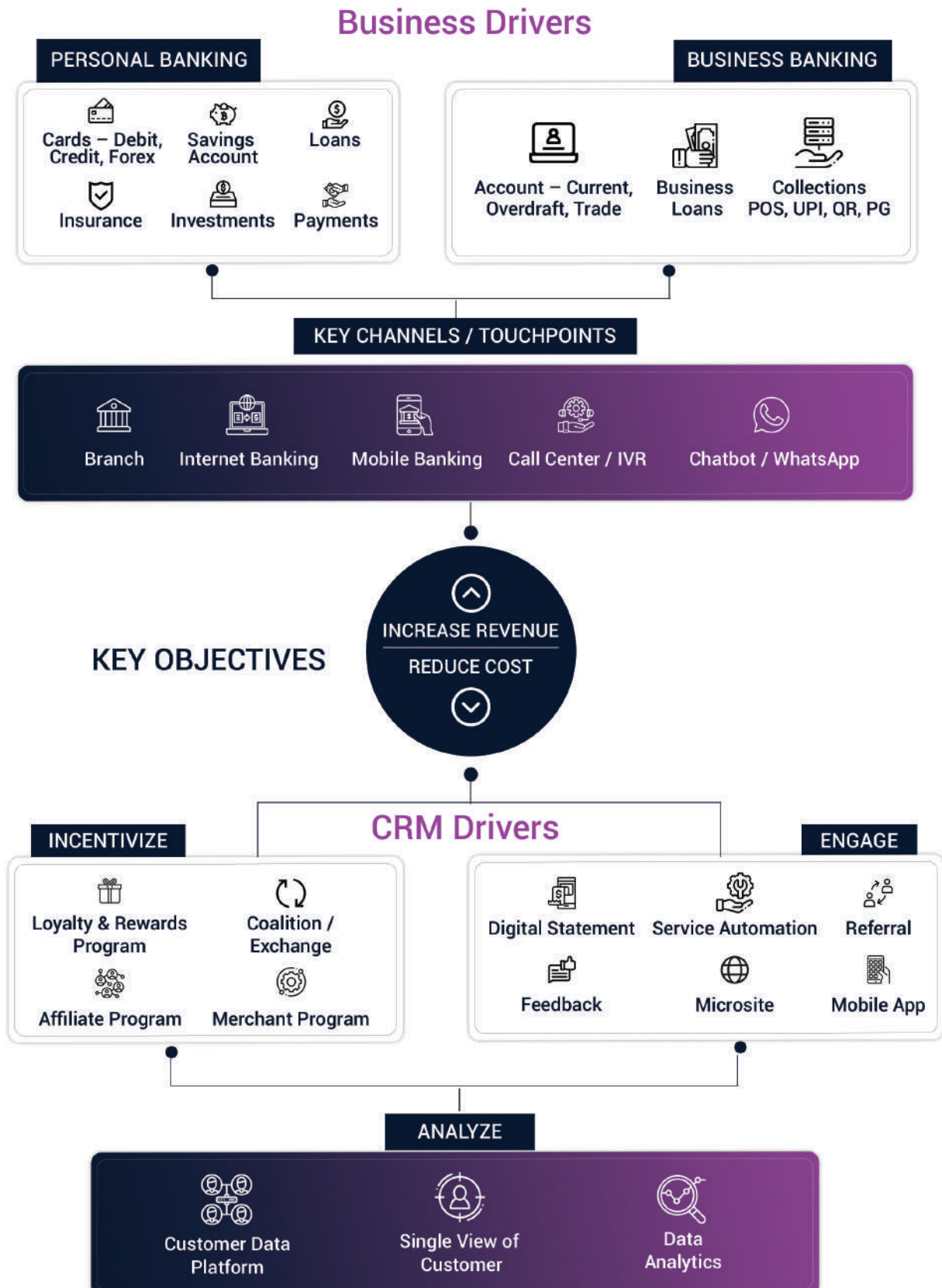
CX | Technology | Rewards

BFSI CRM

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

1

Landscape



A woman with long dark hair, wearing a dark blazer over a light-colored top, is shown in profile from the waist up. She is holding a tablet computer with both hands and looking at the screen. The background is a blurred city skyline at dusk or night, with lights from buildings and streets visible. A large purple circle is in the top left corner, partially overlapping the text.

Become the **preferred
financial institution** of
your customer

— with the
best-in-class
**Loyalty & Rewards
Program!**

About Easyrewardz

Easyrewardz is a leading CRM Co. that provides Loyalty & Reward Program management for BFSI. With our innovative solutions, we empower financial institutions to effectively manage their customer relationships and implement powerful loyalty programs.

Our solution is powered by best-in-class accrual engine and comes with bespoke reward catalogue to delight customers and drive portfolio actions.

2

Who we are

Why Easyrewardz

Drive customer actions and create engaging experiences with our comprehensive solutions designed exclusively for the BFSI industry

01

Robust Technology

Our advanced platform leverages the latest technology to deliver seamless customer experiences

02

Relevant Experience

With years of experience in the BFSI industry, we understand the unique challenges and requirements

03

End-to-End Strategy

Our holistic approach ensures a comprehensive customer lifecycle management solution

04

Partner Network

We have a wide network of partners and affiliates to provide you with a diverse range of offerings



Meet Rising

Customer Expectations.

Deliver enhanced CX by leveraging technology & personalization!



Loyalty & CRM

We provide a comprehensive **Loyalty & CRM solution** tailored specifically for the BFSI industry. Our platform enables you to design and manage customer loyalty programs that **drive engagement** and **retention**. With powerful CRM capabilities, you can capture and analyze customer data, track interactions, and create personalized experiences. This offering empowers you to **build strong relationships** with your customers, enhance their satisfaction, and **drive long-term loyalty**.



Rewards Management

Our Rewards Management solution is designed to optimize your **rewards programs** and create a seamless redemption experience for your customers. Our **end-to-end reward management** capability offers an extensive catalogue of rewards, including flights, hotels, merchandise, vouchers, and more. You can customize redemption rates, set redemption rules, and effortlessly **manage your rewards inventory** in real-time. With our platform, you can deliver valuable and enticing rewards to your customers, incentivizing them to engage with your brand and stay loyal.



Payments

We recognize the significance of seamless payment experiences. Our platform offers a comprehensive range of **payment integration features** including online payments through popular gateways, seamless integration with mobile wallets, or facilitating card payments. By providing **convenient** and **secure payment options**, you can enhance the overall customer experience and strengthen their loyalty to your brand.



Conversational Engagement

Engaging customers through **personalized** and **real-time conversations** is crucial in the BFSI industry. Our solutions offer **Conversational Engagement** features such as SMS, WhatsApp, and chatbot integrations. These tools enable you to communicate with customers in a convenient and interactive manner, providing support, **delivering personalized offers**, and **resolving queries**. Conversational Engagement enhances customer satisfaction and strengthens the bond between your brand and your customers.

Building Blocks

4

CRM & Loyalty



Accrual Engine

Customize your rewards program with flexible point rates, milestones, and partner network integration



Reward Box

Offer a wide range of rewards, including flights, hotels, merchandise, vouchers, and delightful experiences



Data & Analytics

Gain valuable insights with our customer data platform, customer segmentation, and unified dashboard



Communication & Engagement

Personalize customer engagement through SMS, WhatsApp, chatbot, and targeted campaigns



Offers & Alliances

Offer a wide range of rewards, including flights, hotels, merchandise, vouchers, and delightful experiences

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



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



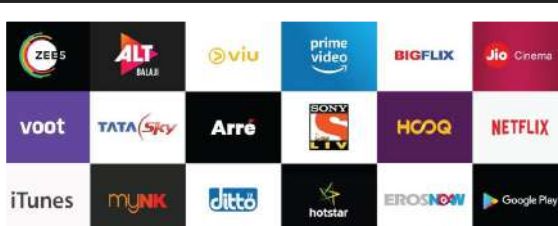
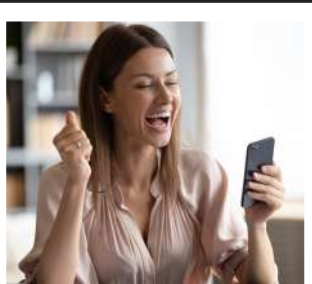
OTT Subscriptions

Plethora of OTT platform subscription options



Delightful Experiences

Redemption on experiential & lifestyle rewards



Payment Options



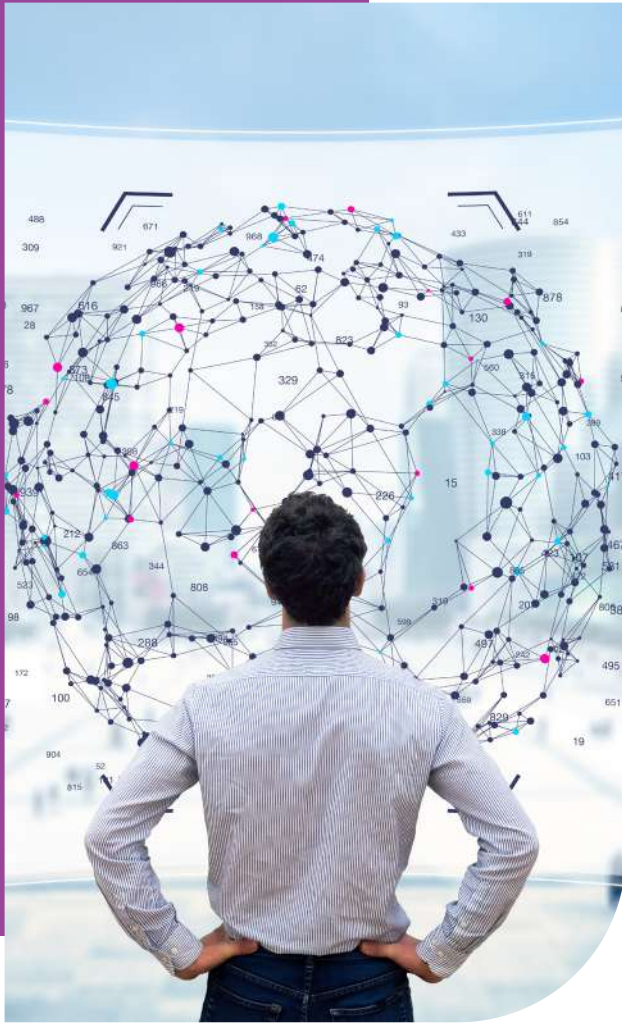
Points



Points+Cash



Cash



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 communications



Personalized Engagement

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



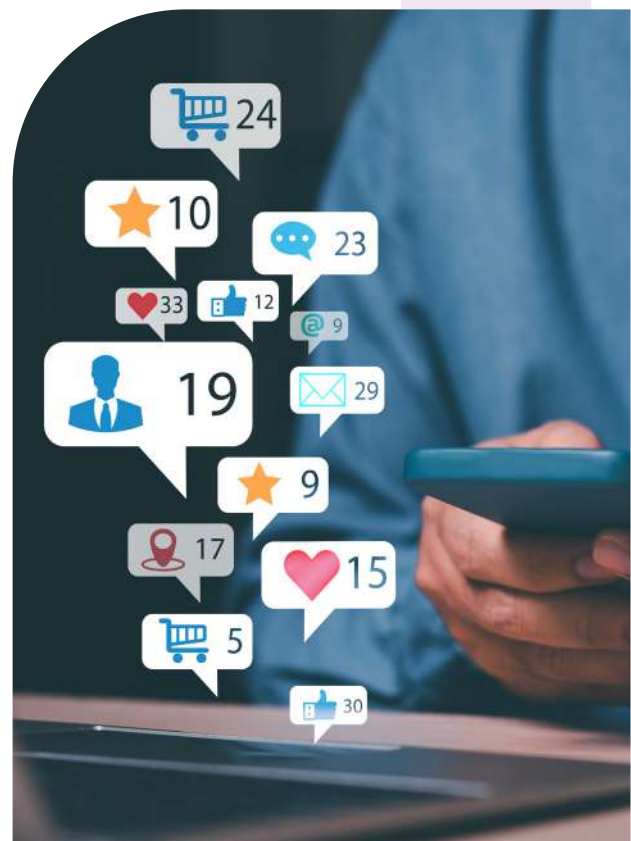
Offers as Pull Channel

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

01

Welcome Benefits

Make a positive first impression and incentivize new customers to create a sense of excitement and immediate value

02

Fee Mitigant

Increase customer satisfaction and reduce potential barriers to usage by offering fee mitigant benefits

03

Reward Point Redemption

Enable your customers to redeem their accumulated reward points for a wide range of products, services, or experiences

04

Milestones Achievement

Offer exclusive rewards and benefits to make your customers appreciated when they reach a pre-defined milestone

05

Customer Delight

Strengthen customer loyalty, generate positive word-of-mouth, and differentiate your brand from competitors by offering customer delights

06

Increase Usage

Offer bonus rewards to incentivize customers on making frequent transactions to drive revenue, and enhance the overall customer experience

Redefining Rewards & Maximizing Returns

Enable end-to-end services to engage, onboard and delight customers at every step with compelling offers

CUSTOMER
Segmentation
REWARD
MANAGEMENT
POINT
REDEMPTION
Exceptional
CX
SEGMENTATION
OMNICHANNEL
MANAGEMENT
RELEVANT
COMMUNICATION
REFERRAL
CUSTOMER
EXPERIENCE
CENTRICITY
LOYALTY
PROGRAM
Personalized
Offers
GAMIFICATION
REWARDS
SECURITY
COMPLIANCE
Omnichannel CX



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.