



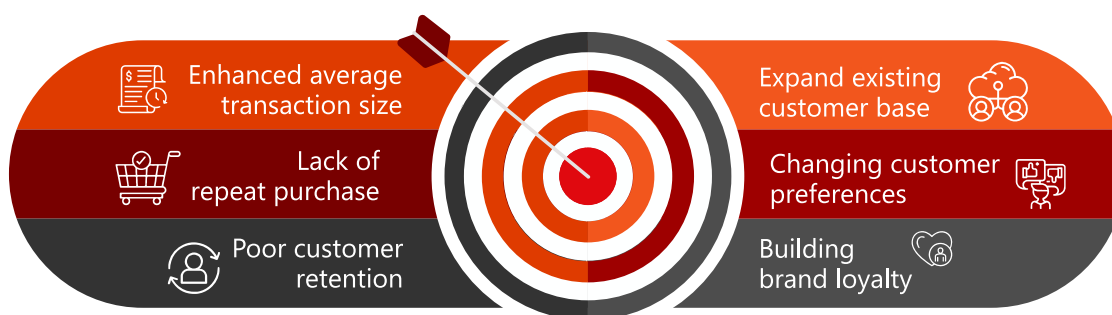
PREMIUM FOOD RETAILER



About the client

The premium food retailer has gained a reputation for its exceptional quality and unwavering commitment to excellence, thanks to 16 years of experience in upscale food retail. This customer-centric company is dedicated to maintaining established standards and preserving excellence. The premium food retailer proudly possesses a network of 19 physical stores and a recently introduced online platform, catering to a discerning palate and offering nourishment for the soul.

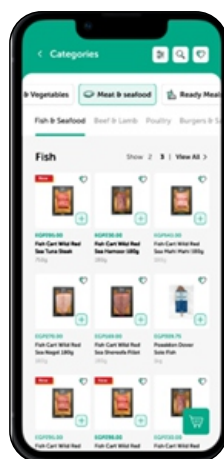
Challenges



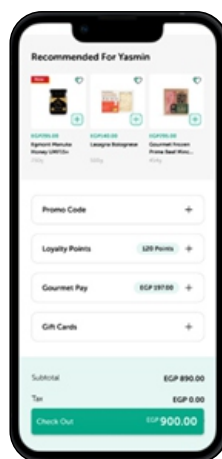
Solution

The Customer tapped Mobilytix Rewards to accomplish their business objectives. Mobilytix Rewards empowers retailers to amplify product sales, cultivate a sophisticated brand identity, elevate average purchase value, and foster repeat buying. The goal is to heighten customer loyalty and strengthen brand affinity. To this end, the Premium Food Retailer:

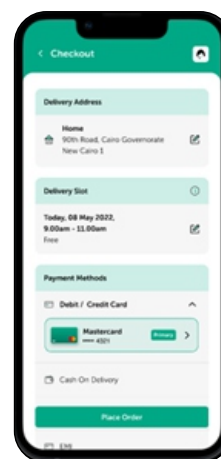
- Launched loyalty program powered by Mobilytix Rewards platform.
- Enabled subscribers to instantly earn and redeem points based on product consumption and interest.
- Live dashboard tracking for critical customer insights in real time.



Customer adds items to the cart



Customer reviews the cart & scrolls down to redeem loyalty points for this order

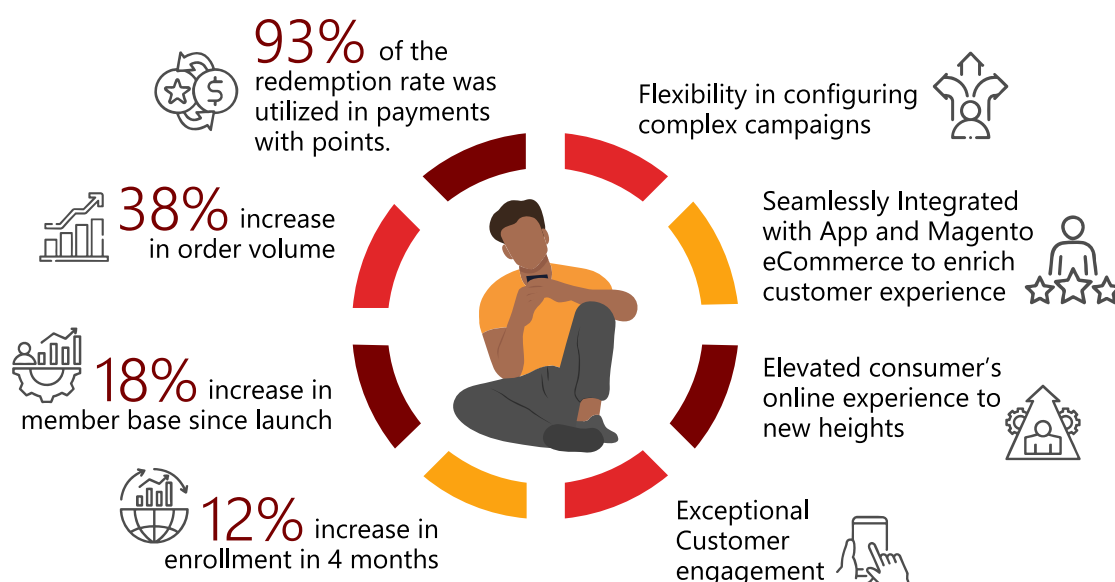


Customer places the order post seeing the adjusted total amount due to loyalty points redemption

The Premium Food Retailer has devised a strategic plan to enhance the program's personalization through the implementation of tiers and dynamic segmentation, ensuring an engaging experience for all.

The operator tapped MobilYtix Rewards to create the multi-tier loyalty program that allows its users to experience and enjoy differential tier benefits. Unlike traditional loyalty programs, tiered loyalty programs create a catalogue of personalized rewards by analyzing customer behaviour and preferences. These benefits increase in value as a customer goes to higher tier levels based on loyalty points earned and redeemed, opening the door to greater customer engagement. The program also enables easy earning and redemption using digital and in-store channels.

Benefits



About Comviva

Comviva is the global leader of mobility solutions and a part of the \$21 billion Mahindra Group. With customer centricity, innovation and ethical corporate governance at its core, the company's offerings are broadly divided into three categories- Financial Solutions, Digital Systems and Growth Marketing. Its extensive portfolio of solutions spans digital financial services, customer value management, messaging and broadband solution and digital lifestyle services. The company strives to enable service providers to enhance customer experience, resolve real, on-ground challenges and leverage technology to transform the lives of customers. Comviva's solutions are deployed by over 130 mobile service providers and financial institutions in over 95 countries and enrich the lives of over two billion people to deliver a better future.

For more information, please visit www.comviva.com