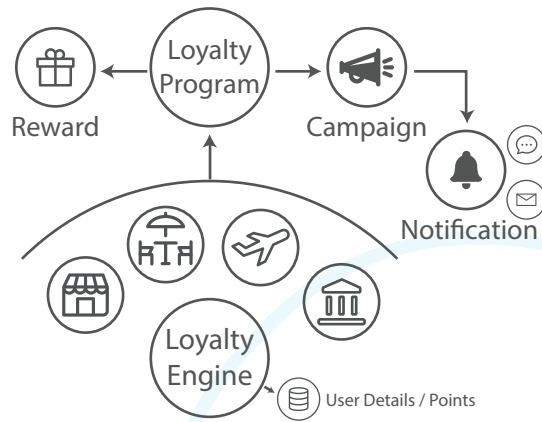


Loyalty Services



Loyalty Services

Chatak Loyalty platform is designed for businesses to offer additional benefit to loyal customers. Allows partner to create flexible loyalty programs, campaigns, reward programs and product catalogue association for different types of business. The platform is flexible to integrate with Issuance and Acquiring systems and can run as an independent configurable system with REST APIs exposed for 3rd party integration.

Loyalty Program Types

- Issuer loyalty
- Single merchant loyalty
- Multi merchant loyalty
- Loyalty Groups

Loyalty Program Mapping

- BIN/IIN to loyalty program
- Account program to loyalty program
- Merchant group to loyalty program
- Issuance to Loyalty Program Mapping

Campaign Mgmt

- Campaign creation
- Campaign suspend
- Campaign delete
- Linking campaigns to loyalty program
- Cash back, Rewards points
- Product Based
- Flat, Monetary or Frequency based Specific
- duration, Weeks, Specific days in a week and happy hours

Catalogue Mgmt

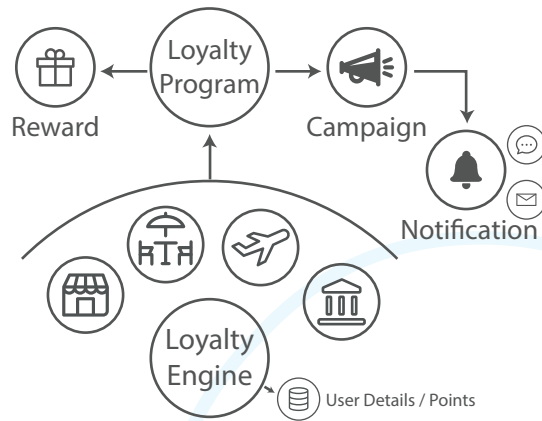
- Catalogue creation, edit, delete
- Catalogue to loyalty program mapping
- Catalogue production redemption

Campaign Message

- SMS, Email Campaigns
- HTML Templates
- Scheduling

Features

- Loyalty award - Points, Instant Discounts, Cash back
- Card & Non-card based loyalty
- Loyalty Redeem
- Loyalty points to Amount conversion
- Loyalty points transfer
- Dashboard and Data Analytics
- Birthday/anniversary Rewards
- Customer Referrals
- Rewards per number of Visits
- Rewards based on Customer engagement
- Membership rewards



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API

- Get Loyalty PM Name By Partner ID
- Get Loyalty Issuer Name By Partner ID
- Get Loyalty Config Details
- Get Loyalty Points
- Get Loyalty Details
- Redeem Loyalty Points
- Get Loyalty Transactions
- Get Catalogue Items
- Redeem Catalogue Items
- Get Loyalty Program

Interfaces

- Issuer system
- Merchant boarding
- Acquirer
- Banking System

Settlement

- Merchants settlement
- Points award to merchants
- Points return by merchants

UI

- Merchant and admin Portal
- Consumer portal integration with Loyalty
- Dash Board
- Role Management
- User Management
- Data Analytics

Program Manager

- Issuer management
- Merchant on-boarding
- Customer enrolment
- Loyalty account creation

Performance of the Platform

- Code coverage >90%
- Duplication < 7%
- Extended logging across platform - 100%
- Automation coverage >90%
- Performance - 200+ TPS (with autoscaling)