zentity

Zentity
Integrated Loyalty

The Zentity integrated Loyalty module allows you to swiftly reward almost any transaction your customers do on your digital platform allowing you to flexibly adjust your Loyalty program to steer your customer behaviour to your needs.

Total flexibility for rewards

Reward not only static information (e.g. monthly revenue) but also transactions (e.g. providing permission for marketing messages).

Easy integration into your existing infrastructure

Standardized APIs for integration with other existing channels / systems.

Gives you freedom for all Loyalty models

Easy definition of which transaction has what value.

Various forms of reward – points, status level, direct reward etc.
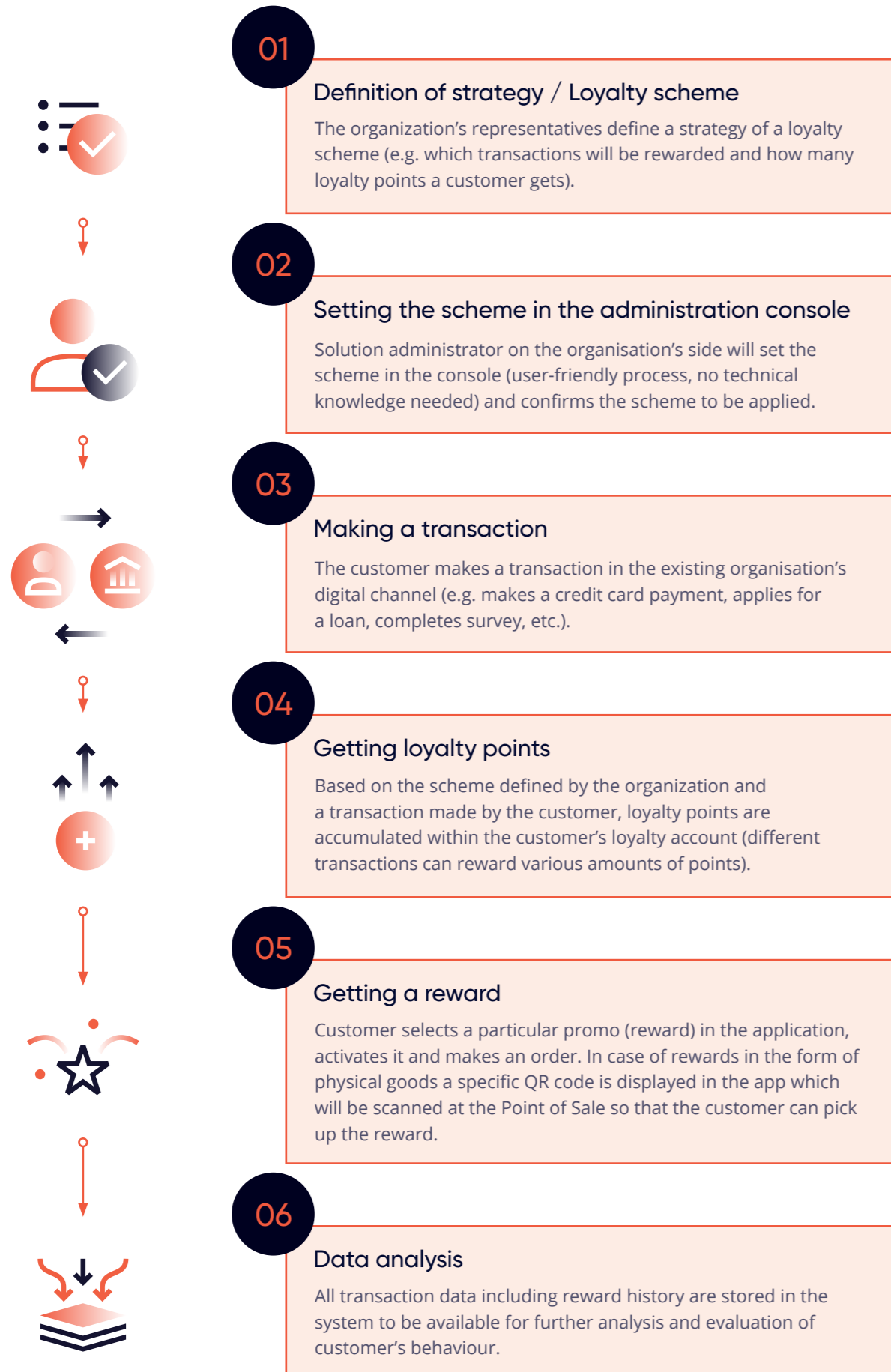
Updates and access in real time

Administration console for easy definition/update of the loyalty model.

Information instantly available to your customer in your digital channels.

Business Features

Zenefit is the only fully integrated loyalty solution within your digital channels. It is the most granular reward system that lets you define down to the last transaction for what you want to reward your customers. Zenefit gives you total flexibility in defining customer reward profiles and allows you display loyalty statuses (points, membership status etc.) in all your digital channels.

/ Zentity Loyalty Program

01

Definition of strategy / Loyalty scheme

The organization's representatives define a strategy of a loyalty scheme (e.g. which transactions will be rewarded and how many loyalty points a customer gets).

02

Setting the scheme in the administration console

Solution administrator on the organisation's side will set the scheme in the console (user-friendly process, no technical knowledge needed) and confirms the scheme to be applied.

03

Making a transaction

The customer makes a transaction in the existing organisation's digital channel (e.g. makes a credit card payment, applies for a loan, completes survey, etc.).

04

Getting loyalty points

Based on the scheme defined by the organization and a transaction made by the customer, loyalty points are accumulated within the customer's loyalty account (different transactions can reward various amounts of points).

05

Getting a reward

Customer selects a particular promo (reward) in the application, activates it and makes an order. In case of rewards in the form of physical goods a specific QR code is displayed in the app which will be scanned at the Point of Sale so that the customer can pick up the reward.

06

Data analysis

All transaction data including reward history are stored in the system to be available for further analysis and evaluation of customer's behaviour.

/ Key features

01
Multilingual

Supporting communication in many world languages (e.g. English, Arabic, German, Spanish, Czech etc.).

02
Flexible definition of promotions

Our solution offers marketing and other responsible people the ability to define a reward (loyalty points) for a particular transaction made.

03
Points of Interest (incl. favourite POIs)

List and map position of Points of Interests defined by organization.

04
Transaction overview

List of all transactions made in the past including receipts and number of loyalty points.

05
Integration with internal systems

Ready for integration with internal systems / solutions of an organization (based on this integration, loyalty points are being automatically calculated and assigned to a particular transaction and customer).

06
In-app messages / push messages

A tool helping internal teams to communicate and motivate customers for a specific purchase / reward, these messages are also used for sending confirmations.

07
Surveys

A fully digital and dynamic part of the solution for getting feedback from customers, the organisation is able to change/update a survey in a flexible way.

08
History of promotions

List of promotions applied in the past.

09
Widgets

Ability to change the content of the main screen "dashboard" and choose a specific functionality which will be displayed.

Use case – Benzina

Requirement

Taking customer's requirements into consideration, Zentity prepared and delivered a solution which consisted of Zenefit and the Zentity Digital Server complemented by several tailor made solutions. Specifically, these solution include:

- Native mobile applications (iOS, Android)

- Zentity Digital Server, an integration layer (including a complete security solution)

- Zenefit product providing a comprehensive set of processes and features needed for the loyalty program

- Zentity Administration Console used for solution administration

Solution

The customer required a complete loyalty solution fully integrated with internal systems and payment gateway to provide their customers with self-service petrol tanking and loyalty programs and thus build customer engagement and influence customer behaviour and consumption.
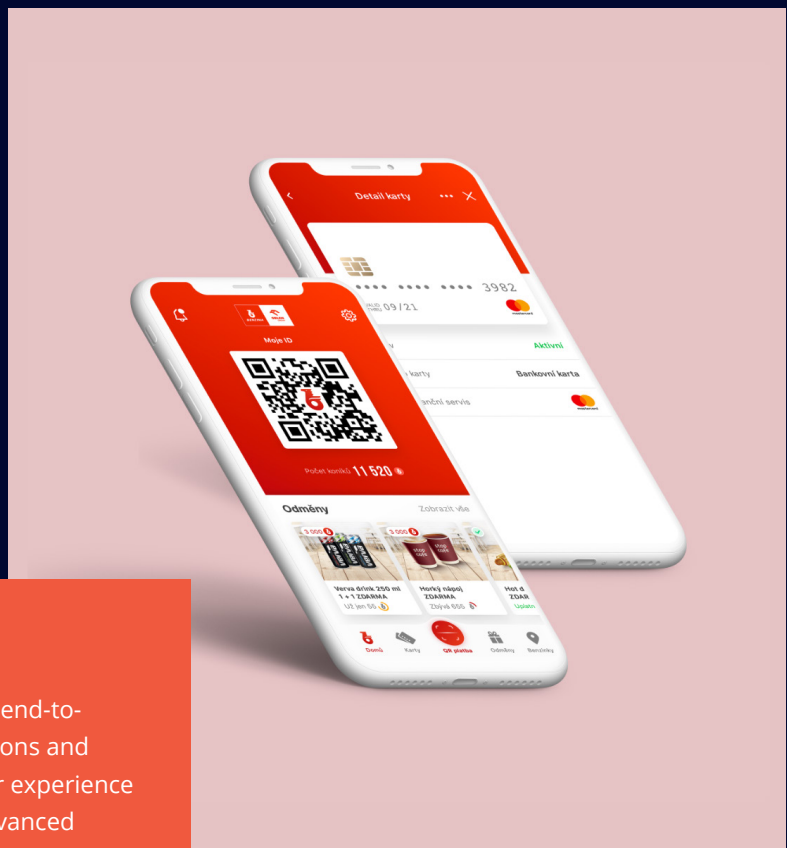
Dynamic Loyalty and more

Zentity loyalty solution has been delivered end-to-end meeting all of the customers expectations and requirements providing a unique customer experience and allowing the organisation to use all advanced features (such as push notifications, in-app messages, surveys, analysis of customer behaviour) to meet their internal KPIs.

Speak to one of our experts

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