

Deliverable B Loyalty Rewards Program Briefing - Group 3

Briefing

Zafin is a product company that sells software as a service, they are looking for an innovative solution to create a novel type of loyalty program. We will take a deeper dive into their desired needs and expectations.

Statements and Interpreted Needs

<u>Question</u>	<u>User Statement</u>	<u>Interpreted Need</u>
<u>Target companies</u>	The objective is to democratize loyalty programs within financial institutions and their ecosystem partners such as retailers, telecoms and utility providers Not looking to design another loyalty program	Program should allow financial institutions to democratize loyalty points.
<u>Target users</u>	Create a frictionless experience to the consumers on how they can earn, redeem, exchange, donate and buy loyalty points with awareness of the economic value and associated conditions within the banking system. Ability to exchange points between platforms (PC optimum, avion etc..)	Program should allow the flexibility of points across all platforms while stating the dollar value of points.
<u>End Goal</u>	The end goal is to have a software platform a bank can buy that Zafin will maintain on their cloud servers.	Have an attractive and functional platform
<u>Problem with current options</u>	Current loyalty programs are vertical (tunnel down to its own separate stores) Zafin wants horizontal (can expand points into multiple big box and smaller stores)	Smaller retailers should be able to opt-in if they desire.
<u>Participation after sale</u>	Zafin is not the points provider, only creates technology, bank expands Zafin manages the software, banks focus on strategy Banks would use the platform to interact with other consumers and retailers	Zafin should maintain software on cloud servers, while the bank has full autonomy over strategies.

Rank of Importance (1 being most important, and 5 being the least.)

<u>Number</u>	<u>Needs</u>	<u>Importance</u>
1	Program should allow financial institutions to democratize loyalty points.	1
2	Smaller retailers should be able to opt in if they desire	1
3	The loyalty program should be functional and secure	5

4	Zafin should maintain software on cloud servers, while the bank has full autonomy over strategies.	3
5	Program should allow the flexibility of points across all platforms while stating the dollar value of points.	1
6	Program should be easily accessible and simple to use.	3

Problem Statement

A need exists for a loyalty program that allows all retailers to participate and retains users to continue doing business through their company. Secure and fluid user experience allowing interchangeable points at all entities.

User Benchmarking

- Air Miles
 - Can be transferable between other air miles members
 - 1 Air Miles earned for every \$5 in purchases made at an Air Miles sponsored store
 - 1000 air miles is equal to around 100 spendable dollars
- Petro Points
 - Points are gained from spending money at any Petro Canada location either for in-store purchases or for every litre at a gas pump.
 - Points can be redeemed to buy gift cards for Petro-Canada, certain restaurants, clothing stores, entertainment, and home and office stores.
 - Extra points can be acquired by using RBC debit or credit cards
- PC optimum
 - downloadable offers
 - points can start being redeemed at \$10,
 - any object purchased at a store with optimum has a value in points,
 - 1000 points = \$1

Further questions

1. What are expectations of user privacy and security? What user information will the bank have access to?

Conclusion

Zafin wants a loyalty program that provides trading of loyalty rewards points through a sleek platform readily available to all consumers and retailers. Some implications could be having a pioneer bank take the first step forward and adopting this new program. Once put into action, this idea revolutionizes the ways both companies and consumers think of loyalty rewards.