<center>**Deliverable B Loyalty Rewards Program Briefing - Group 3**</center>

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

Question	User Statement	Interpreted Need
Target companies	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.
Target users	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.
End Goal	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
Problem with current options	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.
Participation after sale	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.)

Number	Needs	Importance
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	1

	points.	
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

Aspects	PC Optimum (Grocery Rewards)	Air Miles (Travel Rewards)	RBC online banking
Customer service	Unhelpful, difficult to reach, long wait times.	Long wait times, refuses to give refunds.	Above average when compared to other financial institutions.
Reliability	Application is not always secure, depending on the store not always accepted due common system shutdowns.	Account could become dormant, less rewards over time, reward points automatically added	Also above average, members are able to easily check accounts, invest and transfer money from the application.
Engagement	16 000 000 members, engagement rate changes depending on season (popular during holidays).	17 000 000 cardholders, 10 000 000 active members. Most active members are collecting to redeem as cash.	Becoming more and more common with younger generations, RBC often has student deals to get more customers.
Availability	Available at most Loblaws franchises.	Easy to use reward points, lots of vendors that accept them and collect points with.	Easily available to all RBC customers.
User perks	Money off gas and food with offers and redeemable points, points can be redeemed and used for a large number of things.	Redeemable for cash, hotels, flights, etc...	Simple and convenient banking, rarely any major shutdowns.

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.