



Driving Consumer Loyalty by Mobile Rewards System



Client Business Description

- ◇ GS Telecom is an Australian comprehensive telecommunications company

Background

- ◇ Company is involved in developing and promoting Internet commerce Products.

Idea

- ◇ To provide a smarter approach to the current Customer Rewards Systems being used by the majority of consumer businesses.
- ◇ To provide location based marketing with the help of Smartphone location services.
- ◇ A convenient way for business partner to enter marketing information and access customer information.

Our Solution

- ◇ Developed a reward system based mobile application to make day-to-day purchases and accumulate fuel rewards, redeemable at any service station.
- ◇ The collection of rewards was made easy by using Quick Response 2-D bar codes (QR Code)
- ◇ Mobile application was developed for all major platforms (Android, Windows Phone & iOS).

Technologies Used

- Restful Web Services
- iOS SDK and Objective C
- Android SDK and Core Java
- Windows Phone SDK and C#



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