Loyalty Made Modern

Project Overview //

A major retailer's loyalty program was based entirely on paper in-store coupons pushed to the consumer once per month. Coupled with the goal of upgrading to digital coupons, our client desired real-time offer generation.

To accomplish their goals using the existing software ecosystem, much of the system needed to be re-platformed and enhanced. This project requires building out new infrastructure and services across two data centers to support the new digital platform.

Project Results //

Concord delivered a set of Spring SOAP services to utilize legacy systems. A new User Interface was built using HTML, CSS, and JavaScript along with Spring RESTful services for the business to set reward rules.

Ultimately, Concord enhanced the customer loyalty program with digitized coupons and movement towards real time rewards. The new rewards platform based on modern technologies is easier and more cost effective to service and maintain.