

Case Study



70% increase in loyalty point redemption

Client Profile:

PAYBACK is India's largest loyalty program. The power of PAYBACK stems from pooling loyalty benefits from many attractive partners: Using one single card, members earn loyalty points when they shop at a wide the range of different merchants and brands- offline and online.

Tecnology Used:

Python, MySQL

Business Situation:

The previous design of the portal had availability issues. The downtime was severe and significantly high crippling the operations. The user interface and user experience had failed to live to the expectation of the stakeholders and customers. The customers were not able to redeem points due to the outage resulting in unacceptable portal behavior and bad user experience. When the business grew in size with more vendors being pooled to offer their products, the portal failed to scale and cost the company dearly.

It was a typical Java/J2EE portal built with MySQL as backend and hosted on Apache. While the setup was in place, the system had many issues with regard to handling and development of the code. When there were concurrent users, the load test failed and the portal shut down. When more vendors wished to showcase their products, the system could scale only beyond a number and crash thereafter. Hence, from a technical and business standpoint, it was decided to scrap the entire project and start ground-up.

Solution Approach:

The client approached BootUP initially to create a user interactivity module. Eventually the scope was expanded to cover the development of the entire portal. BootUP went on to create the portal ground-up by restructuring the portal using Java\J2EE. We built a reliable front-end by bringing onboard the most user-friendly features and handled the performance issue with a judicious mix of business acumen and technology edge. The various features there were built later into the portal greatly enriched the user experience.

With the change in layout, logo and multi-featured, more vendors came forward to exhibit their products and customers were more than willing to redeem their points as the uptime was to a close 99.9%. It was a phenomenal achievement in a timespan of just 5 months, by which the the system was rigorously tested, soft launched and then taken live for production.

Benefits & Results:

- ✘ The redemption increased by 70% and the number of online customers and vendors increased.
- ✘ The user experience went up, so did the comfort factor.

- ✘ There was no outage faced ever since and downtime became a rarity.
- ✘ Location independent operations with configurable user management.
- ✘ The portal became very consistent and reliable in terms of behavior.
- ✘ We enabled the client to articulate their business models effectively.

BootUP

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