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Payment and Loyalty Enrolment

Client

Implements and manages loyalty solution programs for fast food chains in the Southern California region.

Business challenge

The company uses the consumer's credit card transactions to award loyalty points; triggering automatic redemption opportunities without the consumer having to track the accrued points:

- The client needed to introduce a new solution for full-service restaurants allowing patrons to pay tableside while participating in the loyalty program, with automatic redemption based on their spending

- They were challenged with designing the solution as a plug and play component without making any changes to the existing restaurant management system or the

Approach

ThoughtFocus was tasked with the responsibility to develop an end-to-end solution which included conducting the feasibility study and deploying it in production:

- Multiple options were designed as part of the solution architecture, with feasibility along with the pros and cons presented for each option

- The chosen architecture was selected to ensure alignment of requirements and used to design the final solution

- ThoughtFocus designed customer user experience for a tablet form factor

Results

A solution was implemented with a tableside android application that has been in production for more than two years:

- 10 inch tablets were deployed and integrated with a middleware application that interfaced with the restaurant management system as well as the payment gateway

- The host platform was customized to handle loyalty program authorizations

- A roadmap for multi-region expansion was developed

- Several feature enhancements were implemented based on field experience and requests to enhance the overall user experience

Business benefits

- Ease of business through customized software

- mproved user experience by feature enhancements and implementations

- Business expansion assistance through a roadmap

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