



**CONSUMER
PRODUCTS,
RETAIL &
DISTRIBUTION
SECTOR**

IMPROVING CUSTOMER EXPERIENCE WITH A LOYALTY CARD APPLICATION

Our client, a leading company in retail and distribution, was looking to develop **an app for its customers to improve customer satisfaction and work as an efficient communication channel.**

Noesis developed the loyalty card app using OutSystems. The app aims to be a universal tool for the user, digitize the membership process and customize the end-user experience.

BUSINESS UNIT

Low-Code Solutions

SOLUTION

OutSystems



#1

Downloaded app in 1 Week (Portuguese App Store)



2018

Innovation Award Winner



800k

Users



15k

Registers in 2 days



THE CHALLENGE

Developing the company's new loyalty card application involved challenging requirements such as:

- > **Offline capabilities;**
- > **Developing an Agile** back-office;
- > **Several plugins** for specific products and partners;
- > The **ability to integrate** with several of the company's **core systems.**

GOALS

This leading consumer products retailer identified as key-goals:

- > To be a **universal tool for the user;**
- > To **centralize membership, loyalty campaigns,** and **account management;**
- > To reflect the loyalty card **value proposition;**
- > To offer a **customized experience** to the end-user.





SOLUTION

A team of Noesis developers, along with the client's IT team, created a mobile app on the OutSystems platform.

The mobile app is a digital adaptation of the company's loyalty card and coupons, allowing for **account management** with a focus on user experience.

Key functionalities for the end-user include:

- › **Balance and Coupon Management;**
- › **Account Management:** Customer relationship preferences;
- › **Transaction log:** last purchases and electronic invoices;
- › **Easy payment method,** by associating bank cards to the app;
- › **Push notifications** with all the exclusive offers.

THE RESULTS

Today, the **loyalty card app** is the most widely used app developed by this client, with positive results:

- › **Flexibility and scalability, with new features** released every two weeks and the ability to integrate new partnerships;
- › Improvement in performance by **optimizing back-office processes and interactions** with core systems;
- › **Growth** in the loyalty card membership;
- › **Binding of benefits and offers across company's** associated brands;
- › Increased **customer satisfaction.**



Noesis is an international tech consulting company offering services and solutions to support clients in their business and digital transformation. Noesis solutions focus on infrastructures, software, quality, and people. The organization is based on highly specialized talents, operating in nine business units and six countries: Portugal, Spain, the Netherlands, Brazil, Ireland, and The USA. Since 2020, Noesis has joined Altia, listed on The Alternative Equity Market, an organization with over 2000 employees, 3 Datacenters, and 20 offices.



The Noesis and OutSystems partnership dates back to the very first project developed in OutSystems. Noesis is one of the first and more experienced OutSystems partners worldwide and counts with a dedicated team of over 150 professionals with more than 250 certifications to deliver custom-made solutions in record time, with the greatest business impact.



Helping your business **grow faster**
Knowledge • Innovation • Sustainability