Upgraded Loyalty Engine System for a World-Leading Beverage Company

Cooperation Background

The Since 2018, Hengtian has forged a partnership with the client, a US-based beverage giant operating in mainland China for over 20 years with 6,000+ stores and more than 60,000 employees. Our cooperation began at a time when the client launched its first privately-owned app and started shifting part of its businesses to online platforms. We have formed a group of 20+ experts taking the roles such as Project Manager, Business Analyst, Developer, and Quality Assurance to develop about seven business systems for the Digital Service Department of the client.

Project Overview

The Loyalty Engine System is the most recent system Hengtian has collaborated on developing with the client. We have offered consulting services about the data-driven upgrade of the client's existing system and played a key role in system design to satisfy the needs of the client's current and future businesses,.

Highlights of the Hengtian Solution

➢ Data Management. The system enables basic data like information about members, products, and inventory to be linked with behavioral data generated through

consumption, promotion events, socializing and other user activities. Then both types

of data are fully integrated into a single system, allowing for the prompt and effective

adjustments to overall marketing tactics.

➢ Rule Deployment. The system facilitates the design and creation of user behavior

rules. In addition to the existing rules that the client has already implemented, the

system also deploys rules depending on different user experience scenarios, such as

online social platforms, third-party platforms, and offline stores, etc., giving customers

a more convenient and varied consumption experience.

➢ Bilateral Benefits. The system generates, updates, and notifies customers of rewards,

rights, and interests with precise and effective rule execution, enhancing customer

satisfaction. It also helps management personnel administer all rules in a coordinated

manner.