

BLOCKCHAIN BASED FOR LOYALTY PROGRAM

The loyalty program is one of the primary drivers of any for-profit business. NTT DATA drive Blockchain based solution for Loyalty Program to enable client heighten the customer experience. With our more than 10 years experience in Payment & Loyalty mechanism, we guarantee to deliver value to clients as they move from proofs of concept to production and become an intelligent enterprise.

STANDALONE VS BLOCKCHAIN

Standalone Programs

Hundreds of billions of dollars worth of reward/loyalty points go unutilized every year across the world.

Customer pays for flight and receives points from program A



Customer pays for lunch at famous restaurant part of program R and receives points for the amount paid



Customer checks-in a hotel which is Program H and pays amount to check in and gets few points in return



Because of unconnected desperate programs customer is left with multiple points which are not redeemable at another program merchants



Blockchain Programs

Consortium built on blockchain technology integrating all engagement programs through a global platform.

Customer pays for flight which is part of program A gets points for the payments made

Customer pays for lunch at famous restaurant and realizes that this program accepts program A points as its a part of company and redeems points A and also gets points R in return

Customer goes to hotel and checks in by using the un-spend points of other programs which are part of company , and receives Program H points in return

With these programs, customer is able to spend all the points of various programs and enjoys the experience of the consortium