ABOUT THE CLIENT

Loyalty360 is a provider of loyalty programs that are focused on customers, driven by market research and are designed to aid critical marketing strategies. They are an authentic source of information on market research, networking opportunities and best practices to enable members better understand, develop and implement loyalty programs. These programs are aimed at building and enhancing stronger employee and customer relationships. The website records over 58,000 hits in a month and there are more than 425,000 followers on social networking platforms like LinkedIn, Twitter and Facebook. Loyalty360 is a highly productive resource for enhancing customer experience, engagement and loyalty with the service providers/ brands.

The member companies get to access a comprehensive engagement model for their consumers and to drive loyalty with the help of news, research, webinars, reports, expert articles, conferences and more. Loyalty360 is dedicated towards continuously delivering timely and relevant customer engagement and loyalty perspectives from industry leaders on a plethora of topics. It is a loyalty marketer's association and they strive to equip their members with the requisite tools and resources for them to initiate and improve their loyalty, engagement and experiential marketing strategies.

GOALS

The Loyalty360 client approached us with a specific set of requirements, which included the redevelopment and maintenance of their existing websites, i.e., loyalty360.org, loyalty360.eu, loyaltyexpo.com, engagementexpo.com and loyaltyexpo.eu. They wanted us to expand on the already completed projects, complete the ongoing ones and develop new tools for improving user experiences on their respective websites. The client also wanted us to improve the reporting mechanism they were using to help them gain better insights into the interests of the customers and their member organizations. They also wanted us to add additional information related to user registration to be integrated to their expo websites, the prime focus being on loyaltyexpo.com.

Oloyalty360™
the loyalty marketer's association

INDUSTRY
Loyalty

PARTNER
www.clavax.com

EMAIL
info@clavax.com

PHONE
1-844 425 2829

REACH US @
1754, #210,
Technology Drive San Jose,
CA 95110

powered by
Clavax

The long term goals of the Loyalty360 project was to initiate a complete redesign procedure to make the websites more interactive, dynamic and modern while showcasing the variety of available content on the site. The goals of the project are highlighted as under:

- ✓ Real time tracking of visitors and data on the website.

- ✓ Integration of WOOPRA API to run MailChimp email campaigns, for data interchange among WOOPRA and the website and for returning customer tracking.

- ✓ Redeveloping and redesigning the existing website to enhance user experience and offer better interactive content.

- ✓ Carrying out maintenance and presenting statistical data via the use of Google Analytics.

- ✓ Providing a seamless platform for users to register for offline webinars on the client website.

- ✓ Handling and managing the traffic on the website.

- ✓ Integration of a payment gateway

- ✓ Carrying out Search Engine Optimization using GTmetrix to improve website searchability and higher ranking in the search engine results.

📞 Technologies Used

- ✓ EXPRESSION ENGINE
- ✓ CODEIGNITER FRAMEWORK OF PHP
- ✓ JAVASCRIPT (JQUERY)
- ✓ MAIL CHIMP API
- ✓ WOOPRA API

- ✓ AUTHORIZED.NET (AIM)
- ✓ MEMCACHE
- ✓ MYSQL
- ✓ HTML5/ CSS3
- ✓ JIRA

• CHALLENGES

When the Loyalty360 client approached us with their project requirements and specifications, they wanted us to add certain enhancements to their existing websites and to integrate other features and functionalities into the websites. Their requirements also consisted of carrying out detailed analytics and maintenance work on the **website, besides** synchronizing the main website with the other 4 websites. Before starting any form of development work, we decided to run a thorough analysis of the client website and understanding the functioning of the client's business processes. And while doing so, we shortlisted the following challenges that warranted our immediate attention:

☑ The management and enhancement of Expression Engine was a difficult task owing to the fact that the website had a number of dynamic database tables. There was an overload of data fields in the database, which was restricting/ limiting the further creation of data fields in the tables.

☑ There were other unresolved issues and bugs related to Expression Engine integration in the existing website.

☑ The use of Expression Engine is not so very common, it has numerous limitations and comes with certain restrictions. Besides, it is a licensed tool that finds limited application.

☑ There were a number of unused libraries on the website, which had to optimized to suit the website requirements.

☑ Implementing and carrying out real time enhancements on the website was proving to be a tough task.

☑ Enhancement and management of the existing hardware infrastructure.

SOLUTION

After going through the aforementioned challenges, we came up with a strategy to tackle each of them on a priority bases. We were successful in developing and delivering an effective solution to counter all the issues related with the enhancement and management of the client website. A look at the solutions that we offered:

- We spruced up the codes in the existing website to come up with a more managed and clean website for the client.

- The website used dynamic databases that were previously restricting users from creating further records and tables owing to overload of data fields, which were optimized to allow users to create new records and tables.

- The multitude of unused libraries and the bugs related to the utilization of Expression Engine were also resolved.

- All the five websites related to Loyalty360 were synchronized to match the content and information available on each website.

- The process of retrieving information from partner companies was streamlined to enable the client to draw-up information in an effortless manner.

- We also carried out real-time enhancements on the website to offer the client with analytics and reports collected in real-time.

RESULTS

- The website has become more organized, with content being made available to the users in a more connected and seamless manner.

- There is synchrony between the content and information on all the 5 websites related to Loyalty360.

- Users and member companies can get access to information and blogs created and shared by partner companies.

- Carrying out Search Engine Optimization using GTmetrix has improved page visibility from 53% to 93%.

- The number of page views has risen to 527, 506 in 2013 as compared to 197,336 in 2012.