

Business Case Study & Report

+91 8100320540
sales@rishfotech.com

Presented by
Rishfotech Solutions

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Company Overview

Rishfotech is a Kolkata-based IT company specializing in web development, mobile apps, and e-commerce solutions. We provide scalable technology, digital marketing, and dedicated developer services to diverse industries. Our mission is to drive business growth with innovative, cost-effective, and result-oriented solutions.





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Challenges & Objectives

The key challenge was creating a loyalty programme that ensured customer engagement, data security, and smooth user experience while managing consent, avoiding duplicate entries, and enforcing role-based access.

Challenges

- Customer Data Security
- Seamless User Experience
- Role-Based Access
- Duplicate Entry Prevention

Objectives

- Boost Customer Retention
- Enhance User Engagement
- Streamline Reward Management
- Improve Feedback Collection



Problem Statement

01

Customer Retention & Rewards

Customers were not returning frequently, affecting repeat business.

02

Feedback Collection Challenges

Lack of structured feedback made it hard to improve services.

03

Data Management Issues

Manual tracking of loyalty points and discounts caused errors and delays.

Proposed Solutions

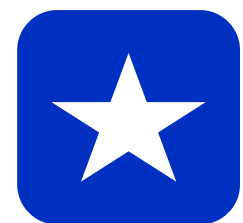
Points	Objective	Key Feature	Outcome
● Customer Feedback System	Collect structured feedback	Responsive form, email & WhatsApp notifications	Improved insights and engagement
● Admin Dashboard Management	Manage customer & campaign data	Laravel dashboard, analytics, role-based access	Improved insights and engagement
● Proposed Solutions 03	Write your best solution	Automated campaigns, discounts, reward points	Increased retention and loyalty
● Automated Campaigns & Rewards	Enhance customer engagement	Opt-in marketing with unsubscribe option	Legal compliance and trusted customer communication

Our Approach



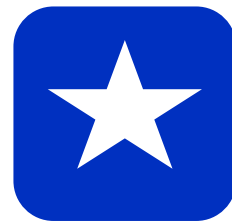
Customer Feedback System

Responsive form collects customer details and ratings, storing data securely with email/WhatsApp notifications.



Automated Campaigns & Rewards

Campaigns, discounts, and reward points are automated based on visits and feedback.



Admin Dashboard Management

Laravel dashboard manages customers, feedback, campaigns, and rewards with analytics and role-based access.

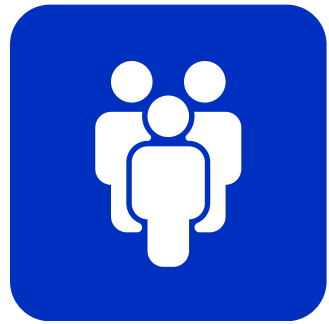


Consent & Compliance

Opt-in marketing with unsubscribe options ensures privacy and regulatory compliance.



Client Feedback and Improvements



Consent Management

Added a mandatory checkbox for customers to opt-in for promotional emails and messages, insuring compliance with privacy preferences.



Communication Control

Only opted-in customers receive marketing messages, and all emails include an unsubscribe link.



Access Restriction

Implemented role-based access so Biller users can only access the Redeem module, protecting sensitive data.



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Services Delivered

This project involved the end-to-end delivery of a comprehensive digital loyalty solution. Our services included:



- UI/UX Design for Website
- Custom Software Development
- Customer Feedback System Integration
- Loyalty Points and Coupon Code Management
- Automated Email
- Admin Dashboard with Analytics
- Google Reviews and SEO Integration
- Digital Marketing & Social Media Support



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Contact Us

- [+91 8100320540](tel:+918100320540)
- sales@rishfotech.com

Rajarhat, 2A, 6TH Floor, ECOSPACE BUSINESS
PARK, Premises, AA II, Newtown, Kolkata,
Chakpachuria, West Bengal 700156