

# Loyalty Platform



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## Spindy

**Gamified Loyalty Platform** that combines real-time promotions with exciting gamification technology to engage customers and grow businesses.

### ! Challenge:

- Invent a brand new approach to Loyalty Platform
- Develop unique Customer Loyalty Platform based on this approach
- Encourage long-term B2C relationship

### 💡 Solution:

- Implemented **Gamification** giving customer a chance to win up to 100% of cashback right after the purchase.
- Developed customizable, easy to use **Reward Settings system** for store owners to control rewards generation process and manage promotions.
- Integrated **Billing and Payment system** to automatically process all transactions.
- Implemented **Fraud Screening system** with two-level validation of every reward.