

Easyrewardz Diaries

A Lookback at 2022

After the chaos and uncertainty of last two years, 2022 was 'a year of resilience' for the whole economy. This year has seen a focus on nurturing customer relationships by embracing digitization, establishing trust, exceptional customer service, creating experiences that matter. With the year fast drawing to a close, here are some of the stories from the past year

PRODUCT LAUNCH



Launched World's **1st E2E B2C Focused Unified CRM Stack** for Brands Across Verticals



Soft Launched A budget-friendly **CRM & Loyalty Platform** for small Retailers

EVENTS ROUND-UP



EASYREWARDZ PRESENTED THE 15TH EDITION OF 'THE CUSTOMER FEST SHOW INDIA 2022'



EASYREWARDZ PARTICIPATED AS THE CRM & LOYALTY PARTNER AT RETECHCON 2022

EASYREWARDZ PARTNERSHIP IN NEWS



ZENCE FOR HEALTHCARE : PARTNERED WITH MOTHERHOOD HOSPITALS FOR "MOTHERHOOD DELIGHTS" LOYALTY PROGRAM

Motherhood Hospitals has leveraged Zence Healthcare CRM solution stack for offering loyalty program to patients via LPaaS, enabling patients to share feedback via Collecta, Lead Management via LeadzHub, and Engagement over WhatsApp...



PARTNERED WITH J&K BANK TO MANAGE THEIR PAN BANK LOYALTY & REWARDS PROGRAM

J&K Bank, the universal bank of Jammu & Kashmir has chosen Easyrewardz to implement and manage J&K Bank's pan bank loyalty & rewards program. The bank intends to implement Loyalty Management Solution for all its digital...

PARTNERED WITH BAJAJ FINANCIAL LIMITED FOR THEIR LOYALTY PROGRAM



BFL has engaged Easyrewardz end-to-end reward platform for the success of their Triple Rewards program and Rewards on BFL 3-in-1 App. Easyrewardz CLM platform enables BFL to easily manage the entire customer journey through an intuitive dashboard and Customer UI

STRENGTHENED PARTNERSHIP WITH BATA GLOBAL



Easyrewardz has bolstered its relationship with Bata Global and is now managing Bata Club Loyalty Program in 6 countries. The association has enabled Bata to leverage Easyrewardz unified CRM stack to deliver enhanced customer experience at every step of the user journey

AWARDS & ACCOLADES

EASYREWARDZ CLIENT PARTNERS BAGGED AWARDS AT THE CUSTOMER FEST SHOW 2022

- Best Use of Customer & Data Analytics in a Loyalty Program
- Best Loyalty Program of the Year
- Best Use of Innovation in Loyalty Marketing



BW 40 under 40



Our **Co-Founder & Director, Tejas Kadakia** was named in the elite list of young achievers by BW Businessworld Media Group

EMPLOYEE ENGAGEMENT

PARTNERED WITH THE LOYALTY ACADEMY A PRODUCT OF THE WISE MARKETER GROUP TO SPONSOR THE INAUGURAL CLMP™ WORKSHOP FOR ITS EMPLOYEES

UNWIND AND UNLOCK EASYREWARDZ LEADERSHIP TEAM TOOK SOME TIME OFF FROM THEIR BUSY SCHEDULES TO EMBRACE TODAY AND PLAN FOR TOMORROW

GEARING UP FOR 2023



Presents



Powered by



Easyrewardz announces the launch of much awaited CX Insider Chat Series. The series will have 4 Episodes and is powered by Microsoft & BW Businessworld. At Easyrewardz, elevating Brands CX across Channels has always been our focus. In continuation to this vision, Easyrewardz is unveiling a new chat series called CX Insider which features – Customers Speak, CMOs Talk, Tech Views and CEOs Vision. Stay tuned!

White Paper

"CUSTOMER DEMOCRACY™ - OF THE CUSTOMER, BY THE CUSTOMER, FOR THE CUSTOMER"

In the age of Customer Democracy, brands must form strategies that revolve around the customer in order to succeed.

Easyrewardz Presents White Paper on Customer Democracy™. Read this to understand why Customer-Centricity should be the north star for your brand!

[READ FULL COVERAGE](#)

wish@easyrewardz.com | +91-8470003279

Corporate Office: 2nd Floor, Palm Court, 1 MG Road, Sector 14, Gurgaon, Haryana 122007
Regional Offices: Mumbai | Kolkata | Bengaluru

