Case Study

Loyalty Card software integration

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Loyalty Card software integration with Microsoft Dynamics NAV – LS Retail ERP solution for one of the retail company.

Background

The retail company owns and operates a restaurant chain . This company offers north Indian cuisine on its menu. For their regular customers, company wants to issue Loyalty cards wherein each customer will accumulate loyalty points depending on the amount they spend. The loyalty points accumulated can be redeemed later for any item in the restaurant by the loyalty customer.

Challenge

This company wanted to go with the ERP Microsoft Dynamics NAV – LS Retail POS as their hospitality software for which they have selected ITTI Pvt. Ltd. as their implementation partner. The NAV – LS Retail POS has to talk to the Online Loyalty points system, a third party application, for enquiring the balance points against a customer's card number and redeem the points for an item against the card number provided sufficient points are available.

Solution

- ITTI studied the third party application and developed the functionality to access the methods of Balance Enquiry and Redemption of the application thereby making the integration between the applications seamless. The daily sale amount of each card holder will be input to the third party application through a CSV file, with which the point balance of each card will be updated.

- At the time of billing, if the customer wants to redeem his/her points for any item, the POS operator first checks with the third party application for balance against the card. If there is sufficient balance for the selected item, then the redemption can be done. If the balance is not sufficient then redemption will be stopped.