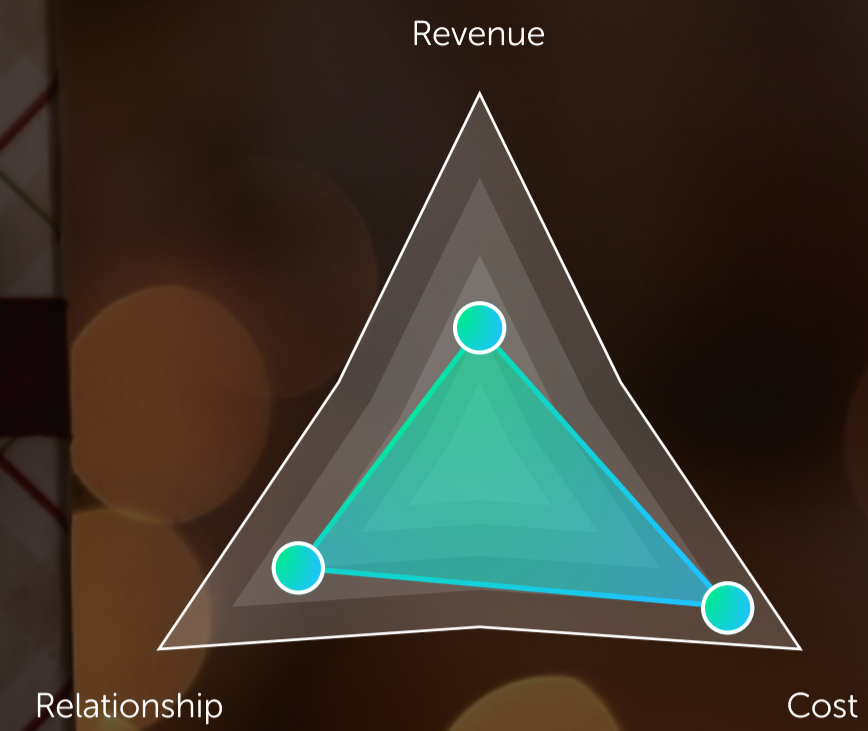




# Enhancing the customer experience for Gift Cards

Consumer Packaged Goods

Europe



## Challenge

- As well as being a popular redemption choice, Gift Cards are also frequently used in email phishing scams.
- Aggressive email filters can occasionally flag digital Gift Cards as SPAM, which prevents the member from accessing their reward.

Let our experts guide you in detail

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## Solutions

- After analysing the challenge Loylogic made two changes to the fulfilment process.
- In-app delivery of Gift Cards was recommended as the primary method of fulfilment.
- The existing email template and process was tweaked to increase email deliverability.



## Results

- Customer complaints reduced by 50%.
- Resolution time decreased by 50%.