

easyrewardz®

U n l o c k

Unmatched Customer Experiences
with

zence™



Drive Acquisition, Engagement, Loyalty, Retention
and CX with innovative CRM Solutions

Meet Zence

AI-Powered Easyrewardz CRM Suite

From Acquisition to Retention — **Orchestrate a holistic CX strategy** with Zence CRM stack and nurture lifelong customer relationships. Zence 360° CRM solutions help brands break the silos and **bring sales, service, marketing, and analytics together to power brand's Customer Experience**

Zence Marketing

Sales

Capture, nurture, track & manage leads. Drive conversion by managing **leads** efficiently

Loyalty

Grow your customer base using personalised **loyalty programs**. Engage and retain users

Engagement

Craft your campaign strategy and manage **one-on-one relationships** by delivering relevant content

Analytics

Create a 360-degree view with **Customer Data Platform**

Zence Service

Feedback

Use **VoC** and real-time reports to get full visibility into customer's sentiments

Ticket Management

Manage VoC through multiple channels by converting them into trackable **tickets**

Service Bot

Connect, engage & **support** customers in real - time and enhance CX

Zence Commerce

Messenger for Engagement | Abandoned **Cart Recovery** | Digital Commerce **Bot** |

Store View for **Phygital Experience** | Digital **Receipt & Payment**

The Easyrewardz Experience

Top brands have trusted Easyrewardz CRM suite to create customer impact

Bata

~2X

Increase in points redemption

Nature's Basket

3.5X

Increase in campaign response



1.1X

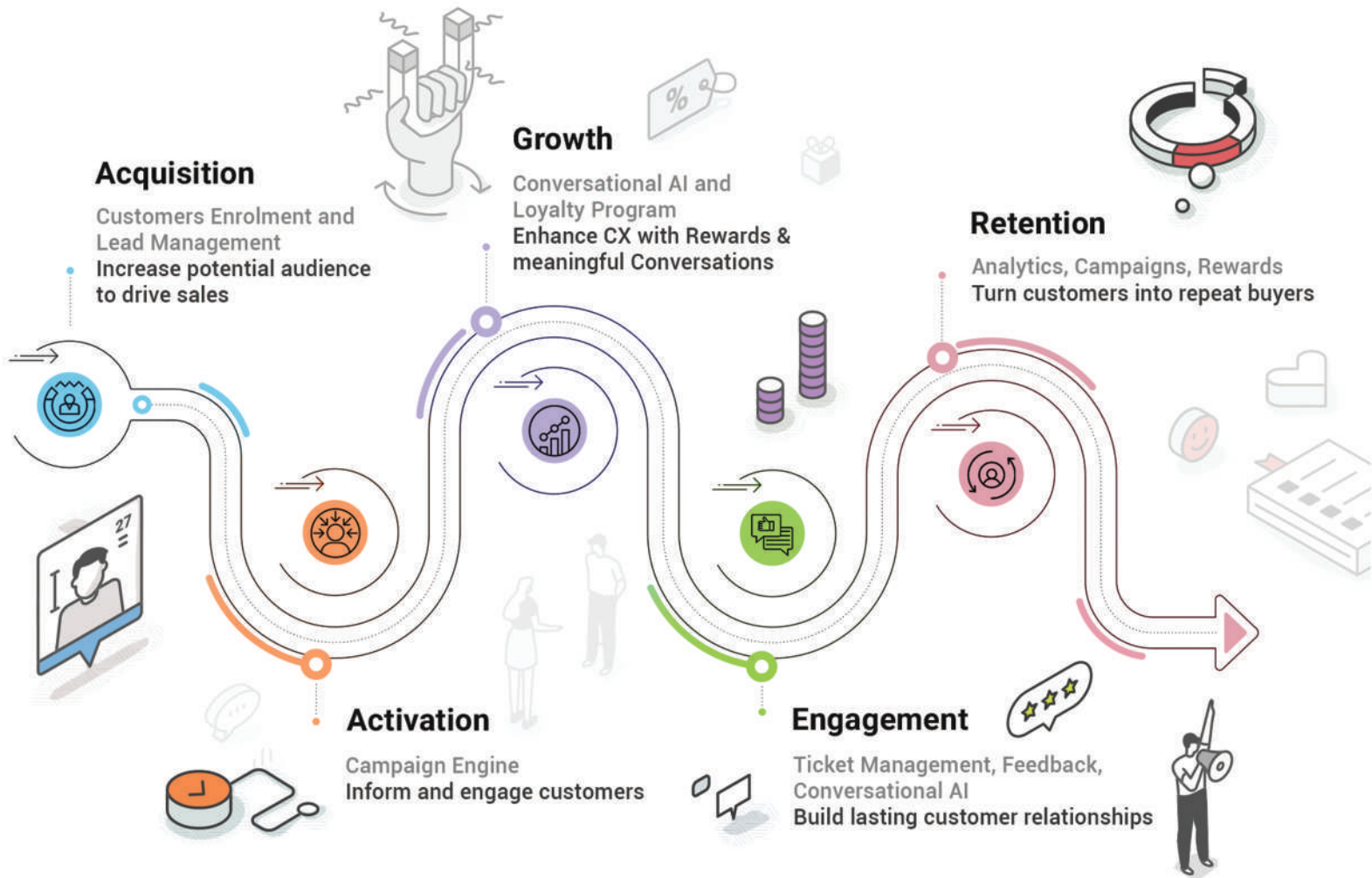
Higher average bill value for Loyalty (YOY)

SENCO
GOLD & DIAMONDS

2X

Increase in repeat business

Elevate CX at every step of the Customer Journey



Here's
what our
**Clients say
about us!**


THE BODY SHOP

“ We, at The Body Shop take our CRM efforts seriously and have always maintained high standards to connect with our prestigious customers. Over the years, we have been working with Easyrewardz who is handling our loyalty platform. We have received consistent support from the team. ”

Tushar Ahuja,
Senior Manager, CRM, The Body Shop

 | **MUFTI**

“ Fashion retail is a complicated business with an utmost need to retain customers, this is precisely why we wanted to create a loyal customer base. Easyrewardz tech solutions helped us creating a rewarding CX with their best-in-class CRM/ Loyalty solutions. We appreciate Easyrewardz' efforts to engage with our customers at every step of that journey to add a personal touch. Kudos team! ”

Kamal Khushlani
Founder and CEO, Mufti



About Easyrewardz

Easyrewardz is an industry-agnostic cloud-based CRM & Loyalty platform that enables a seamless omnichannel customer experience. The company's Customer Data Platform empowers deeper customer engagement and enables Single View of Customer.

More than 180 brands including Bata, PVR, The Body Shop, RBL, Bajaj Finance Limited, Senco and Motherhood Hospitals have trusted Easyrewardz to deliver personalized customer experiences, build brand affinity and drive incremental sales.



Ready to accelerate
your brand's CX transformation?

Let's Connect



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