

# Raising customer engagement with a seamless loyalty scheme

Powered by Salesforce



Monsoon Accessorize partnered with VRP Consulting to delight customers with a powerful, scalable loyalty program, integrated seamlessly with online and in-store POS systems, loyalty cards, and marketing automation tools.

Technologies used:



- 50,000 transactions processed daily via a custom-built loyalty engine
- Complex points calculations for purchases and returns performed instantly
- Integrated POS, loyalty card, online store and marketing automation systems
- Unified view of customer interactions supporting targeted marketing efforts

## The engagement:



VRP Consulting developed a Salesforce and Heroku-powered loyalty system that processes transactions in real-time.



The custom-built loyalty engine supports rules for points accrual, redemption, and voucher generation



Salesforce is used to manage customer data and Heroku handles transaction processing and loyalty calculations.



Integrated with Monsoon's POS systems, online store, SVS loyalty card platform, and Ometria marketing automation tool.

## The results:



Fast, seamless processing of thousands of transactions every day, with loyalty points updated in minutes



Complex logic required for handling returns and multi-rule loyalty scenarios is managed effectively.



Actionable insights via Ometria integration enable personalized campaigns that strengthen customer loyalty.



Scalable solution provides consistent, high-quality customer experience across physical and digital channels.

## Quick facts about Monsoon

Monsoon is a globally recognized fashion retailer known for its distinctive designs and commitment to quality. Founded in London in 1973, Monsoon pioneered collections featuring hand-loomed fabrics, organic dyes, and artisan techniques. In 1984, the brand expanded with Accessorize, specializing in fashion accessories. Today, Monsoon operates worldwide, offering an exceptional shopping experience across its brands.



## Can we help you?



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