


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 Sales

Capture, nurture, track & manage **leads** without hassle. Drive conversion by moving leads through the sales pipeline efficiently

Zence Loyalty

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

Zence Marketing

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

Zence Service

Manage, categorize & prioritize **VoC** through multiple channels by converting them into trackable **tickets**

Use customer **feedback** and real time reports to get full visibility into customer's sentiments. Build stronger relationships

Zence Analytics

Create a 360-degree view with **Customer Data Platform**. Understand the why behind every customer behaviour. Improve retention with data-driven **insights**

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



THE BODY SHOP

1.1x

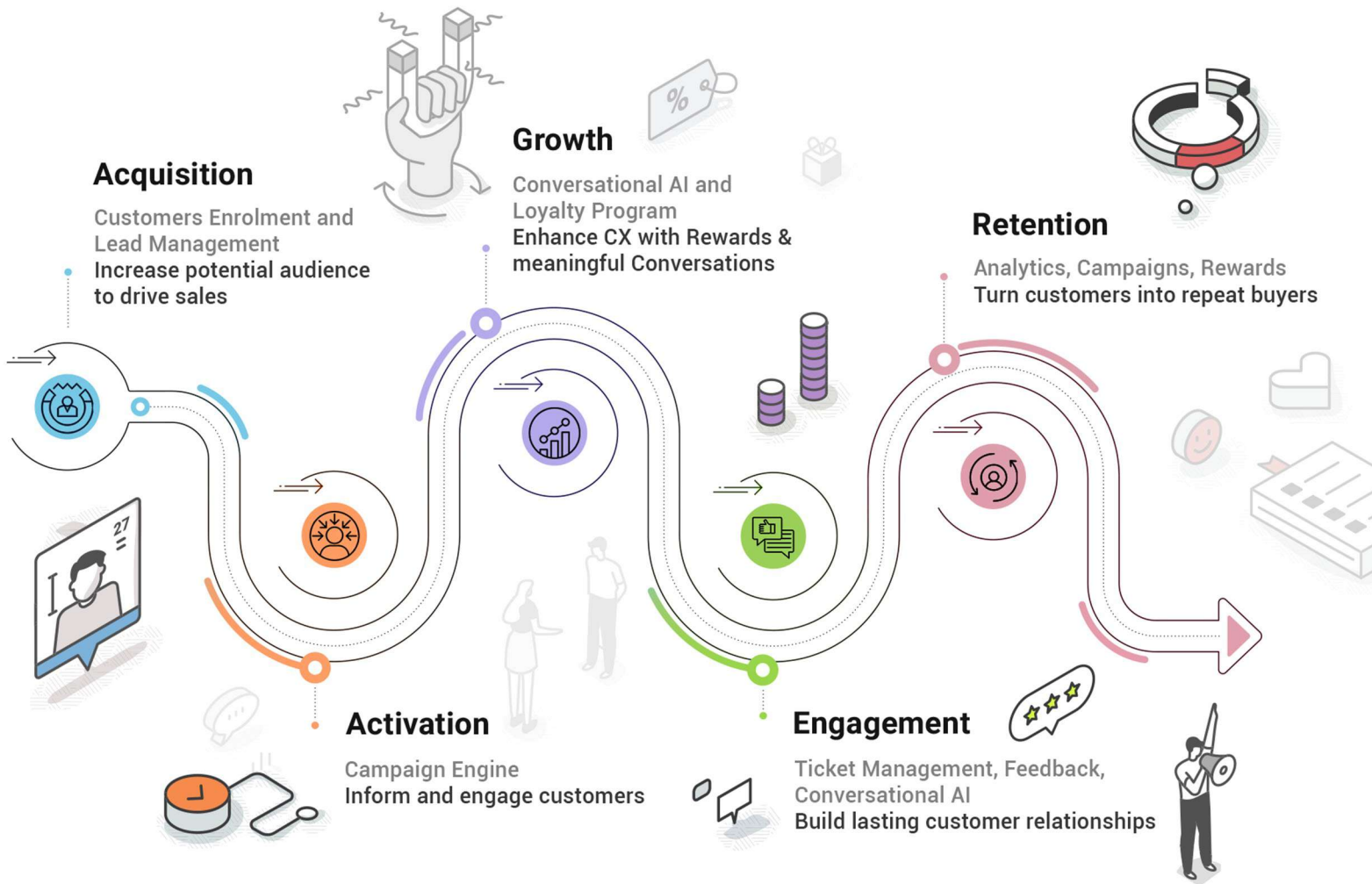
Higher average bill value for Loyalty (YOY)

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 170 brands including Bata, PVR, The Body Shop, RBL, Bajaj Finance Limited, Senco, Ritu Kumar 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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