

LOYALTY

Reward and engage customers to develop sustained relationship and enhance sales

It is a rule-engine based event driven service that works in association with promotion and user management services to help in rewards management from both end-user and admin perspective. It enables customization of loyalty options.

Infosys Equinox Loyalty empowers businesses to appease customers with structured rewards and enable customer retention.

Flexible Loyalty programs through a rules-based approach defined by loyalty grouping, priorities and time-period. It has a coherent event-driven model which offers effective event-action-rewards mapping.

Customer retention and improved revenue through time bound loyalty programs that reward customers and enhance customer engagement rate & customer repurchase rate.

Improved customer benefits where loyalty redemption can be used as a payment option to purchase products and to create & redeem vouchers.

Effective loyalty data management through a comprehensive loyalty rewards bank to view & manage rewards bank/history of the users and user-centric loyalty data for informed decision-making.



56+ secure & scalable API end points



API response time of less than 50ms



Enables configurable event based rewards



Drives sales by using loyalty as a promotion tool

Features

Loyalty Configuration	Loyalty programs can be created as per business requirements by logical grouping of loyalties, configuring conditions & actions followed by events and rewards that are time-bound.
Rule Engine	The flexible rules-based approach enables to define rule patterns based on a range of expressions consisting of various logical operators and custom-defined fields like user profile related information, order value information etc.
Event-Driven	Configurable event based reward system which supports events like sign up, placing an order, refer a friend, subscription orders, customer segment etc thereby enabling an event-action-rewards model.
Rewards Redemption	Enables customers to earn rewards based on their activities and redeem those rewards using the customer's bank of earned points, store credit or vouchers. Loyalty redemption can be used as a payment and discount method as well. Reverse redeem in case of partial order returns / cancelled orders is also possible.
Loyalty Rewards bank	Enables effective data management to view and manage rewards bank/history of the users that help in effective reporting and informed decisions.
Customer Engagement Rate	High customer engagement rate through effective user-tier management that enables flexible range of offers based on user's participation in loyalty programs & total order value. This feature promotes the "Shop more – Save more strategy".
Customer Repurchase Rate	Improved customers repurchase rate through intuitive digital representation in PDP that drives user action either to "purchase to earn (or) purchase to redeem loyalty".
Customer Experience	Supports with customer service representative functionality to manage loyalty statuses. CSR can access and review transaction history of loyalty vouchers and execute appeasements as required.
Data Management	Dashboard with widgets for loyalty opt in trends, loyalty points earned/redeemed/expired, top performers and other key performance indicators. Change logs help the user to keep track of all the edits done through the workflow.
Customer friendly loyalty programs	Enables successful loyalty programs for customers through multiple features some of which include accumulation of points, setting a cap for points, customizing duration, earning multiple rewards for multiple items, import and export of rewards data etc.

About Infosys Equinox

Infosys Equinox is a future-ready digital commerce and marketing platform built using Microservices-based, API-first, Cloud-native, Headless and eXtensible (MACH-X) architecture that enables businesses to drive human-centric experiences for their customers across touch points.

For more information and a product demo, please reach out to us at: contactus@infosysequinox.com

For more information, contact askus@infosys.com

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