

Loyalty program research

The goal of this description is to outline possible approaches to this objective. Maintaining these guidelines is not mandatory. You are welcome to come up with your own ideas for implementing this task.

A loyalty program is a tool for attracting new and returning customers, based on a number of conditions, for fulfillment of which a customer collects certain bonuses.

Currently, this model of awarding loyal customers is widespread and many variations exist. We would like to see more loyalty programs built specifically around Waves products and tokens issued on our platform.

Within the framework of this grant, we would like to research the loyalty sector and receive exhaustive manuals and descriptions of business processes for launching Waves-based loyalty programs.

Tasks for grant recipients:

- Research popular models of loyalty programs.
- Based on the outcome of the research, select one or more models that can be implemented using Waves' infrastructure and products.
- Write a detailed, step-by-step manual and description of business processes for introduction of this loyalty program into a standard business, focused on selling goods or services.
- Write a summary of the research, specifying what functionality Waves products currently lack for meeting the needs of loyalty program creators.

A list of suggested Waves tools

- Waves Token
- Waves mobile app
- Waves Client
- Waves DEX



Timeframe

1-3 weeks.



Results

The following results are expected:

1. Description of examples of popular models for loyalty programs.
2. A detailed, illustrated, step-by-step manual for the implementation of one or more models based on Waves infrastructure and products.
3. A conclusion summarising recommendations for improving Waves products that will facilitate the development of loyalty programs based on Waves infrastructure and solutions.

If you have your own approach to solving this task or other ideas/preliminary works, please apply and we will consider your solution.