

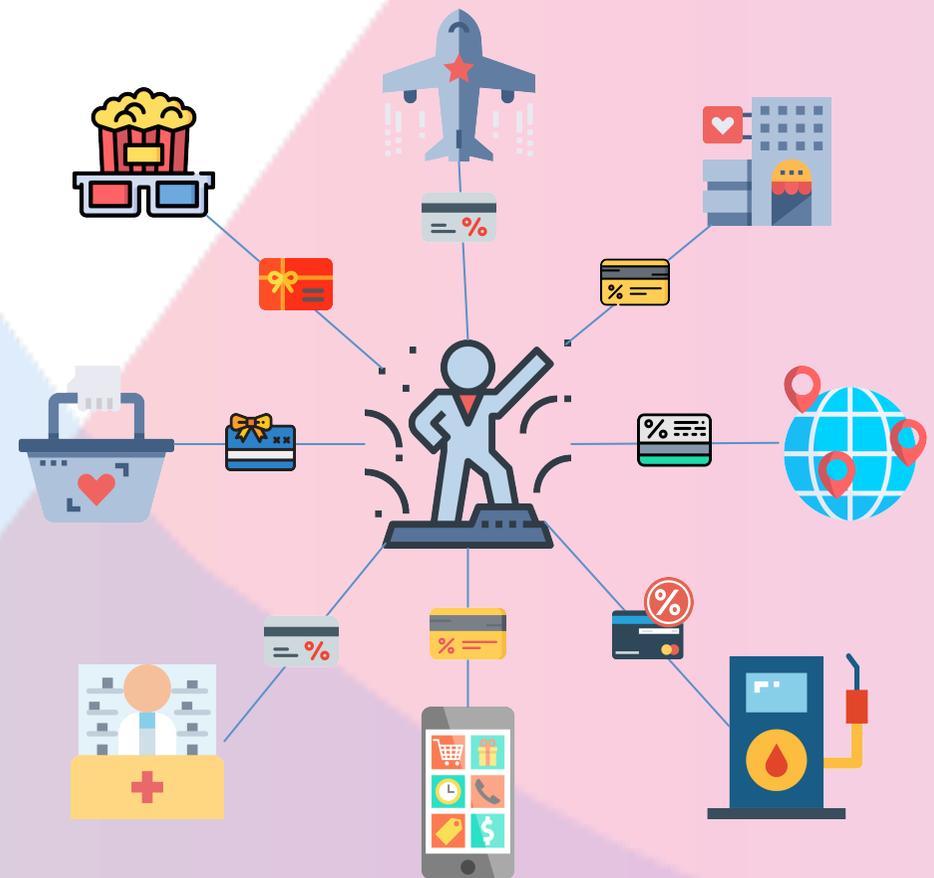
A stack of numerous white loyalty cards, slightly blurred, set against a background of colorful bokeh lights in shades of red, green, blue, and yellow.

# Customer Loyalty Program on Blockchain

Let us explore how Blockchain can help realize the full value of customer loyalty programs. Any organization that have rewards programs can take note of the gained efficiencies, reduced costs, and enhanced brand loyalty that this powerful technology can provide

# Traditional Loyalty programs disadvantages

1. Time-consuming and expensive procedure for creating a traditional loyalty program from scratch
2. Weak, but more often the lack of integration with other services / companies. Programs and points cannot be integrated with third-party companies and services due to the specifics and many differences of individually working programs
3. Promotions are usually limited to accumulation of points or discounts. A huge potential of using points in operations, such as making transactions, exchanging to points of other providers, cashing them out, still remains unused
4. Points have value only within a separate system and cannot be used or transferred to another partner system
5. Inflexible remuneration structure and lack of transparency



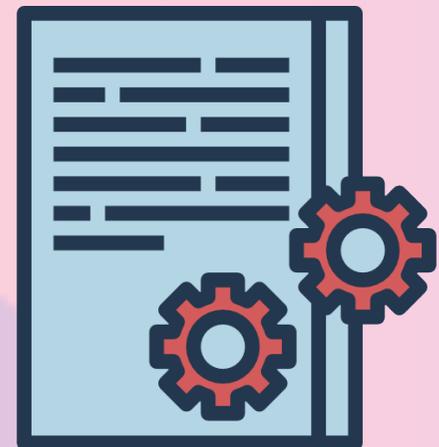
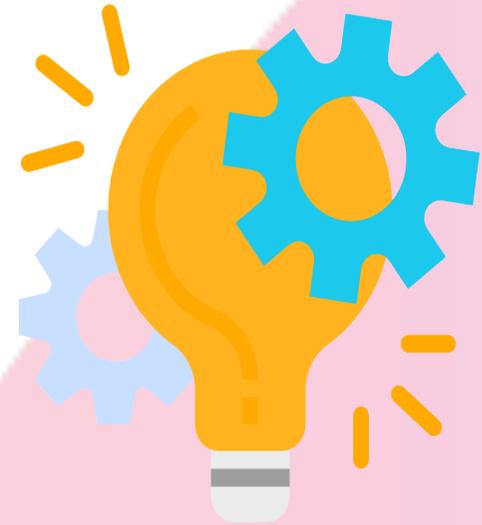
# New Concept

We propose a qualitatively new concept of loyalty program implementation based on the use of a universal digital asset, a **token**.

This will allow to flexibly convert and use this token in various scenarios: fuel, minutes or Internet packages, air miles, discounts, even conversion into real money.

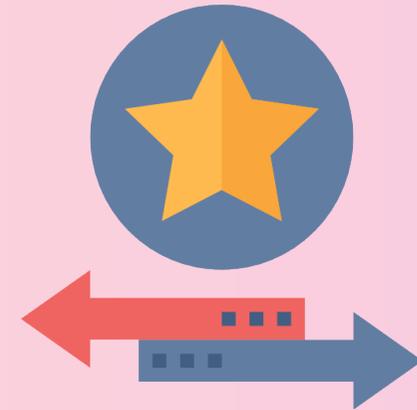
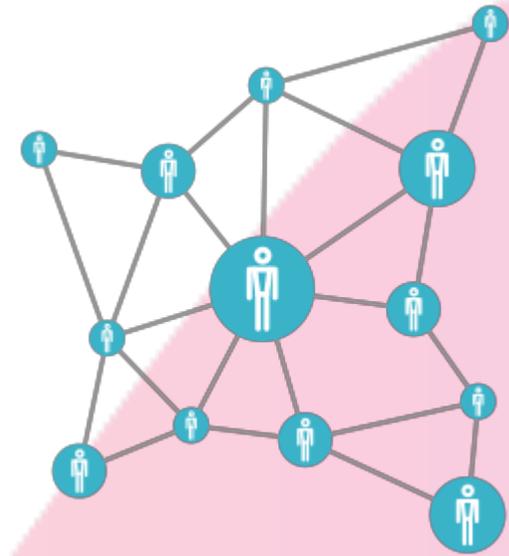
The result is an integrated ecosystem that brings together a variety of companies, from clothing stores and gas stations to airlines and hotels

We use smart contracts to automate the processes of audit, mutual settlements, conversion operations and other solutions on blockchain



# Advantages

- ✓ Blockchain as the most reliable technology in terms of data integrity and trust between partners. A loyalty token, once released, cannot be falsified, deleted or copied
- ✓ Versatile Platform as a unified solution for issuing loyalty tokens
- ✓ Single **wallet** for a customer to accumulate all acquired loyalty tokens
- ✓ Ease of sharing loyalty tokens within the Platform between different wallets:
  - customers share with each other (friends and relatives)
  - participants share with each other (banks, hotels, gas stations, airlines, shops etc.)
- ✓ The ability to convert loyalty tokens into real money
- ✓ Using loyalty tokens as an effective tool to attract investments

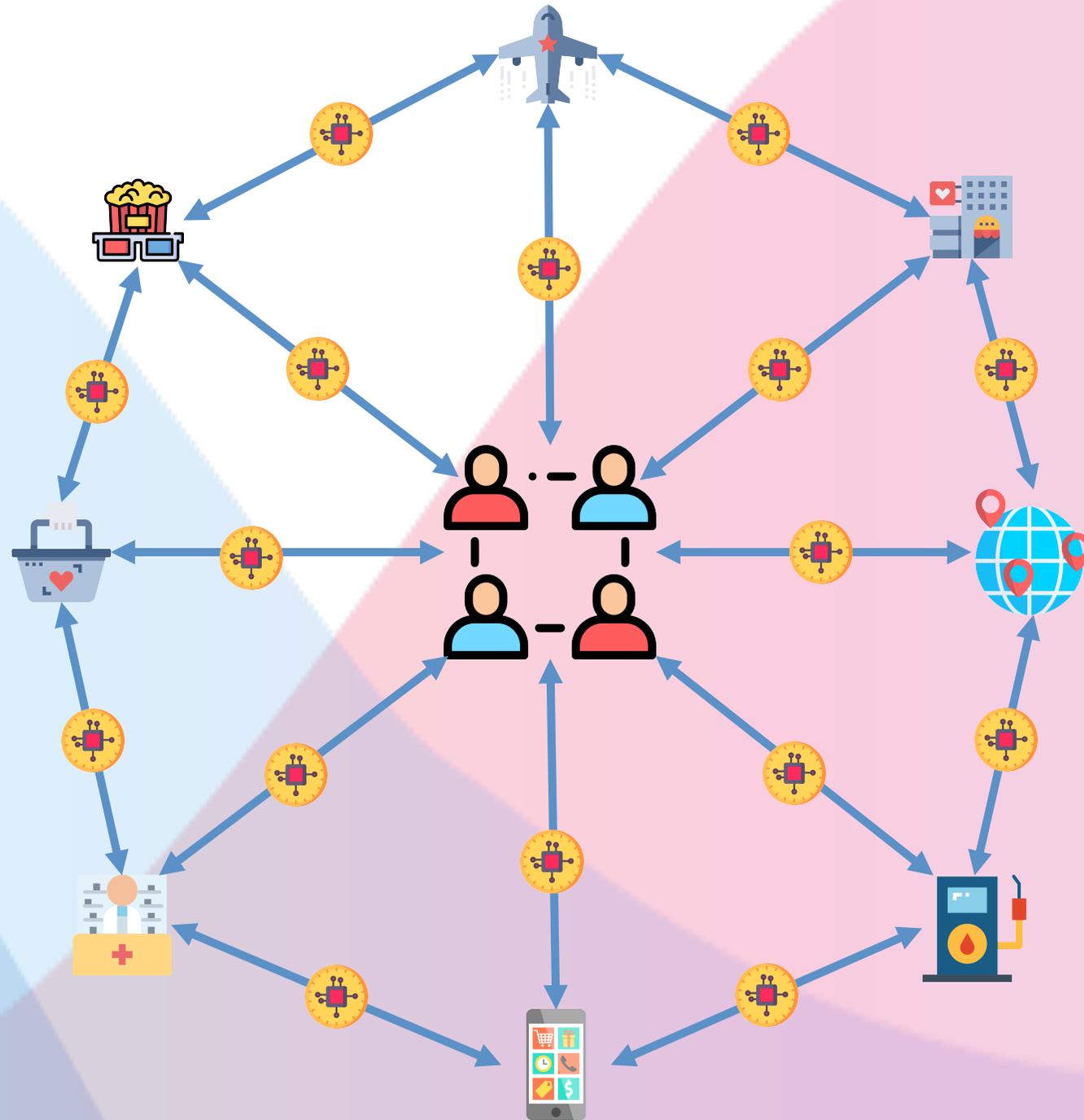


# Reinventing the Core

Based on new loyalty system concept, we build the revolutionary financial model.

The proposed solution will significantly reduce cost, enable a frictionless system, make the process near real-time, provide secure environment and hence, increase the attractiveness and efficiency of the business.

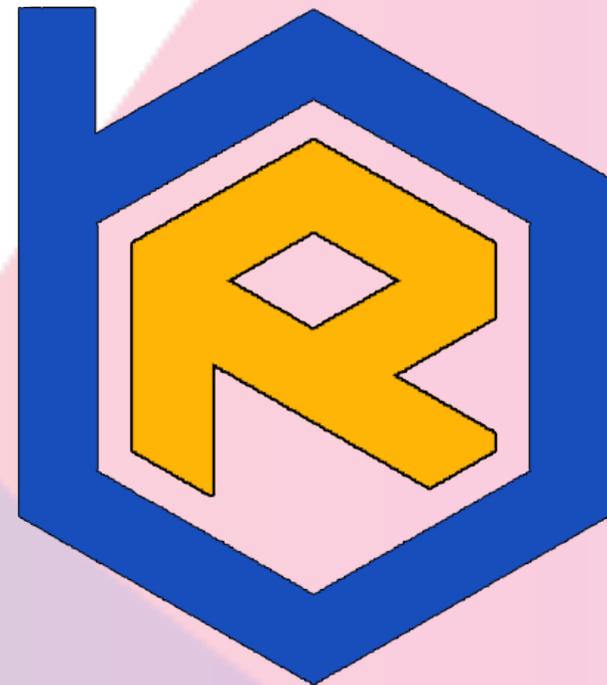
Anyone who first introduces such model in their business will be the engine of the market and other players will be forced to adapt to the new rules of the game and follow a successful example



# Why to choose BitRezus?

We have created a unique blockchain ecosystem, which allows you to use blockchain technology stack in every industry

- Unified protocol of release, storage, transfer of financial assets
- Infrastructure in the form of a distributed network with a public registry
- System accounts with public and private keys
- Set of security systems
- Built-in programming language for creating services





## Contact us

We have a team of strong programmers and Technology Consultants who can Help you with the PoC (proof of concept) and MVP

Visit our website : <https://bitrezus.com>