

# Payment and Loyalty Enrolment

## Client

Implements and manages loyalty solution programs for fast food chains in the Southern California region.

## Business challenge

The company uses the consumer's credit card transactions to award loyalty points; triggering automatic redemption opportunities without the consumer having to track the accrued points:

- The client needed to introduce a new solution for full-service restaurants allowing patrons to pay tableside while participating in the loyalty program, with automatic redemption based on their spending
- They were challenged with designing the solution as a plug and play component without making any changes to the existing restaurant management system or the

## Approach

ThoughtFocus was tasked with the responsibility to develop an end-to-end solution which included conducting the feasibility study and deploying it in production:

- Multiple options were designed as part of the solution architecture, with feasibility along with the pros and cons presented for each option
- The chosen architecture was selected to ensure alignment of requirements and used to design the final solution
- ThoughtFocus designed customer user experience for a tablet form factor

## Results

A solution was implemented with a tableside android application that has been in production for more than two years:

- 10 inch tablets were deployed and integrated with a middleware application that interfaced with the restaurant management system as well as the payment gateway
- The host platform was customized to handle loyalty program authorizations
- A roadmap for multi-region expansion was developed
- Several feature enhancements were implemented based on field experience and requests to enhance the overall user experience

## Business benefits

- Ease of business through customized software
- Improved user experience by feature enhancements and implementations
- Business expansion assistance through a roadmap

ThoughtFocus is a US based, privately held consulting, software engineering and business process management firm with [offices](#) in the US, India and the Philippines. We help clients in avionics, education, financial and insurance services, manufacturing, payment and loyalty solutions [industries](#) with their key business and [technology](#) challenges.

ThoughtFocus is a Blackstone Innovation Fund portfolio company.