

Equitas Bank, **Winning** Customers' Hearts With **Enhanced Loyalty**

equinox REWARDS PROGRAM takes customer experience
to the next level



Client Profile

Equitas is a bank founded in 2007 with headquarters in Chennai that provide a new way to bank connecting youth, families, and business people across India. As a small finance bank, we strive to change the very way banking is imagined, delivered and experienced - with TRUST being the key driver.

Equitas Bank believes in uplifting the banking experience by enabling customers to spend & save smartly through their loyalty program - Equinox Rewards

Explore how nth Rewards helped Equitas Bank upgrade their exclusive loyalty program i.e. **Equinox Rewards** to witness an increase in customer engagement & point redemption rate

Challenges as Opportunities



One of the biggest challenges that were holding the **Equitas** bank from achieving its business goals was the under-performing loyalty program that cannot retain customers. Some of the top challenges that restricted the program to grow and compete in the market -

- Ineffective strategy & program design with a **higher cost to launch a New Banking Product**
- Program management with the Time-Taking process of Campaign Roll-Out
- No Analytics & Management-friendly Reports to target Customer using insights
- Rewards Program with issues in capping limit of points accrued per customer

Our Solution

Equinox rewards have been redeveloped using the **Novus Loyalty** with a new look and features to level up customer loyalty experience for Equitas bank customers. Top upgrades that came with the new Equinox Rewards Program -



Simplified Onboarding Experience

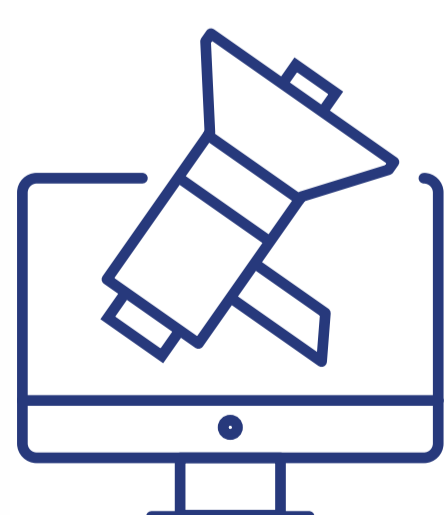
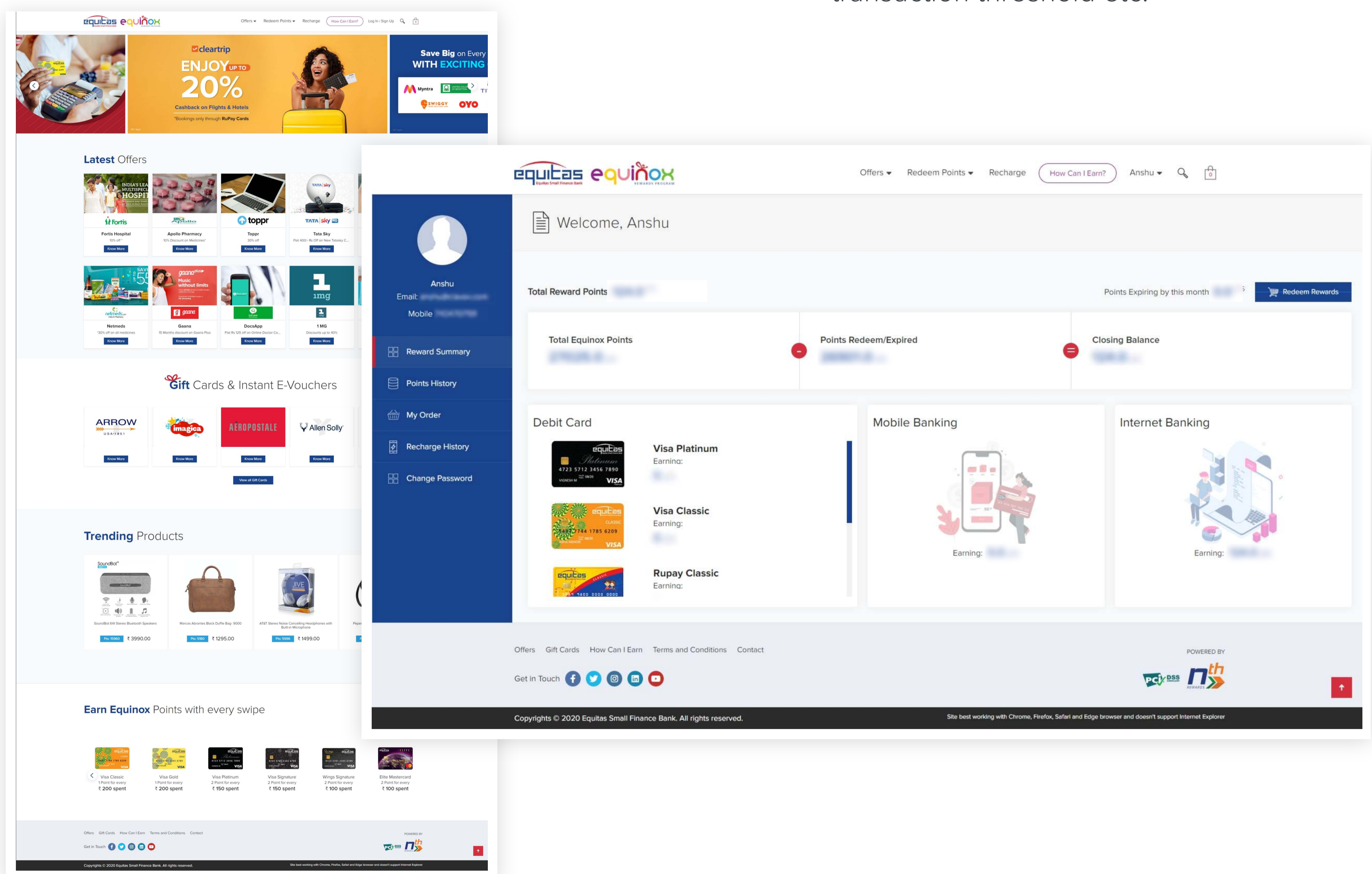
is the first and foremost priority

Adding a new member to the equinox program is a great sign of growth; it's a sign your member base is getting larger and therefore your revenue and margins are growing



Complex Rule-based Campaign Management

Create new campaigns for all the banking products to deploy them instantly without any additional integration efforts or costs and manage complex rules like capping limit on points, start and stop time, maximum transaction threshold etc.



Personalized Offers Platform

Experience a swift and easy way to roll out Offers exclusively designed by Equitas bank for their customers. Showcase offers from all the network channels like RuPay, Visa, and Mastercard



Smart Customer Dashboard

Tracking reward points earned on different banking products has been made simpler with an efficient customer dashboard through which customer can check the points earned, redeemed or expired along with transaction/redemption history



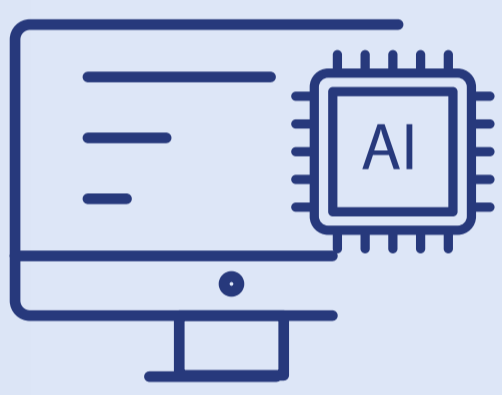
Multiple Redemption Options

With the new Equinox program, customers get a variety of redemption options like Product Catalogue, Gift Card/E-Vouchers, Flights and Hotel Booking, Recharge and Pay bills etc. giving opportunity for the bank to win new customers & retain them



360-degree view of Customer

Using interactive dashboards to get a 360-view of customers, the new Equinox program helps in better understanding of the behaviors & motivations behind customers' purchasing habits and anticipate their needs with relevant messaging and offers



Communicate using AI

Reaching customers at the right time via the right channel (Email/SMS), with personalized campaigns like welcome program, birthday/ anniversary, monthly statements, promotional offers from bank etc. to engage them throughout their customer journey



BI Reports for the Management

Check vital KPIs for the management on-the-go with a live Business Intelligence dashboard at the backend that gets updated as your campaigns are rolled out along with insights like points given, points redeemed, customers demographics, transaction type etc.



Community Driven Loyalty Program

The functionality that encourages customers to leave positive reviews/likes or shares on social media has been implemented in the rewards program with exclusive rewards making them feel special



www.equitasbank.com

Introducing NEW & UPGRADED



REWARDS PROGRAM

Now Better and More Rewarding!

Please **register again** and check out our website to see what's new!

[REGISTER](#)



Built with a wide range of amazing features, we're all set to bring you an enhanced loyalty experience with more reasons to

EARN & REDEEM Points.

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POWERED BY
NOVUS
Loyalty



NOVUS
Loyalty

Results

Cutting Complexity, Adding Agility

We strongly believe that the proven track-record in the consumer lifecycle management of Novus Loyalty will generate favourable results for all the stakeholders and help reinforce the Equitas Bank as an extremely identifiable and preferred choice with our consumers. It will also help in investing the marketing budget more effectively by growing year-on-year on all fronts.

- Maximise customer lifetime value from a program to call your own
- Robust, flexible and scalable loyalty program to meet evolving needs
- Reduced turnaround time with easy campaigns rollout
- Simplified program management with limit on point earnings per customer
- Smart marketing campaigns & communication to reach customers
- Real-Time tracking of customers & their purchases for data-driven campaigns

Equinox record an increase in customer engagement with lower website bounce rate from **54%** to **42%** than the previous program within **a month of its launch**

Our USP **Real-Time Reporting**

for Program Managers of Equitas Bank

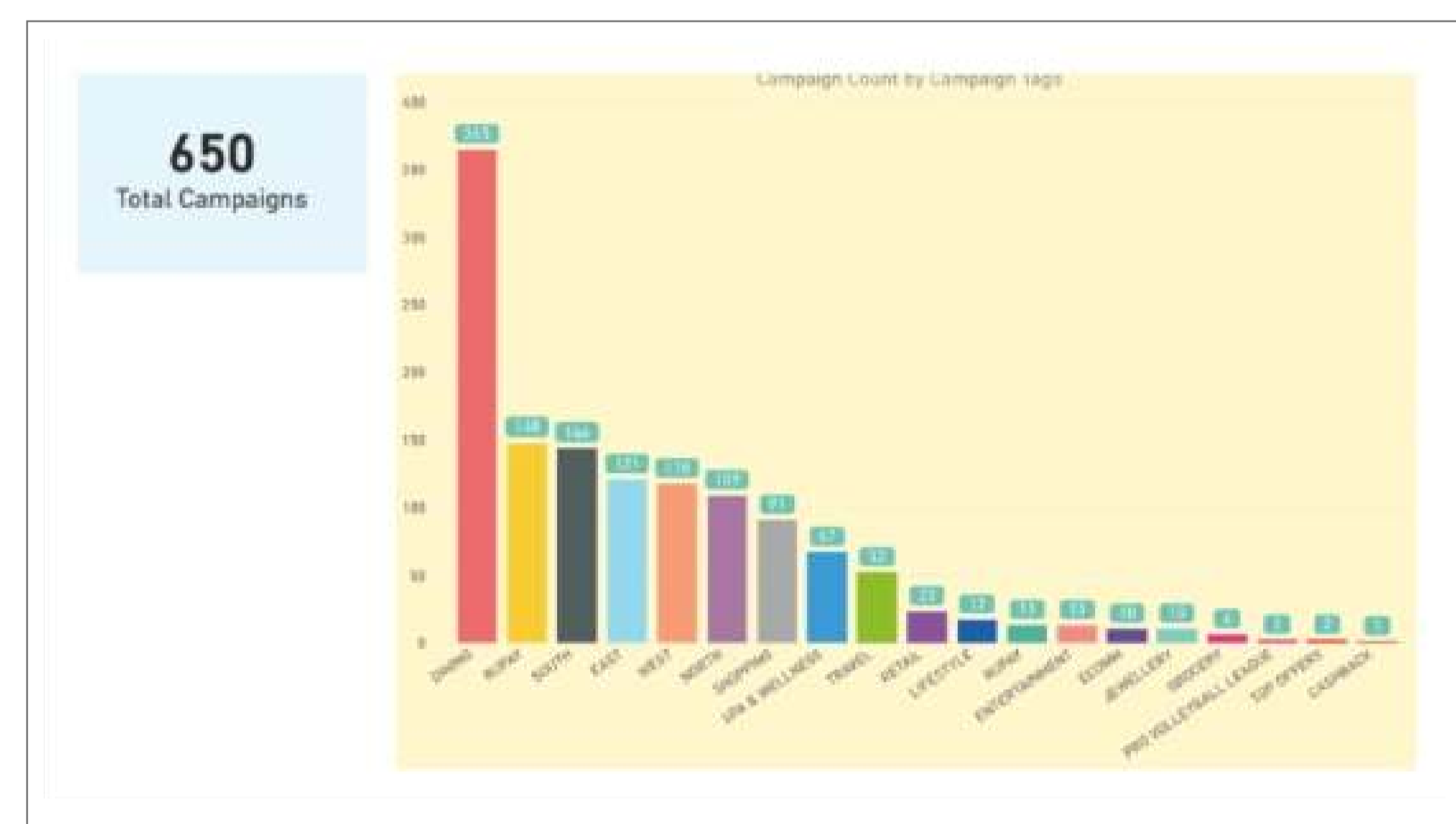
Equitas Bank gets access to its customers' real-time reports in new and upgraded Equinox loyalty program.

A Glimpse of Reports



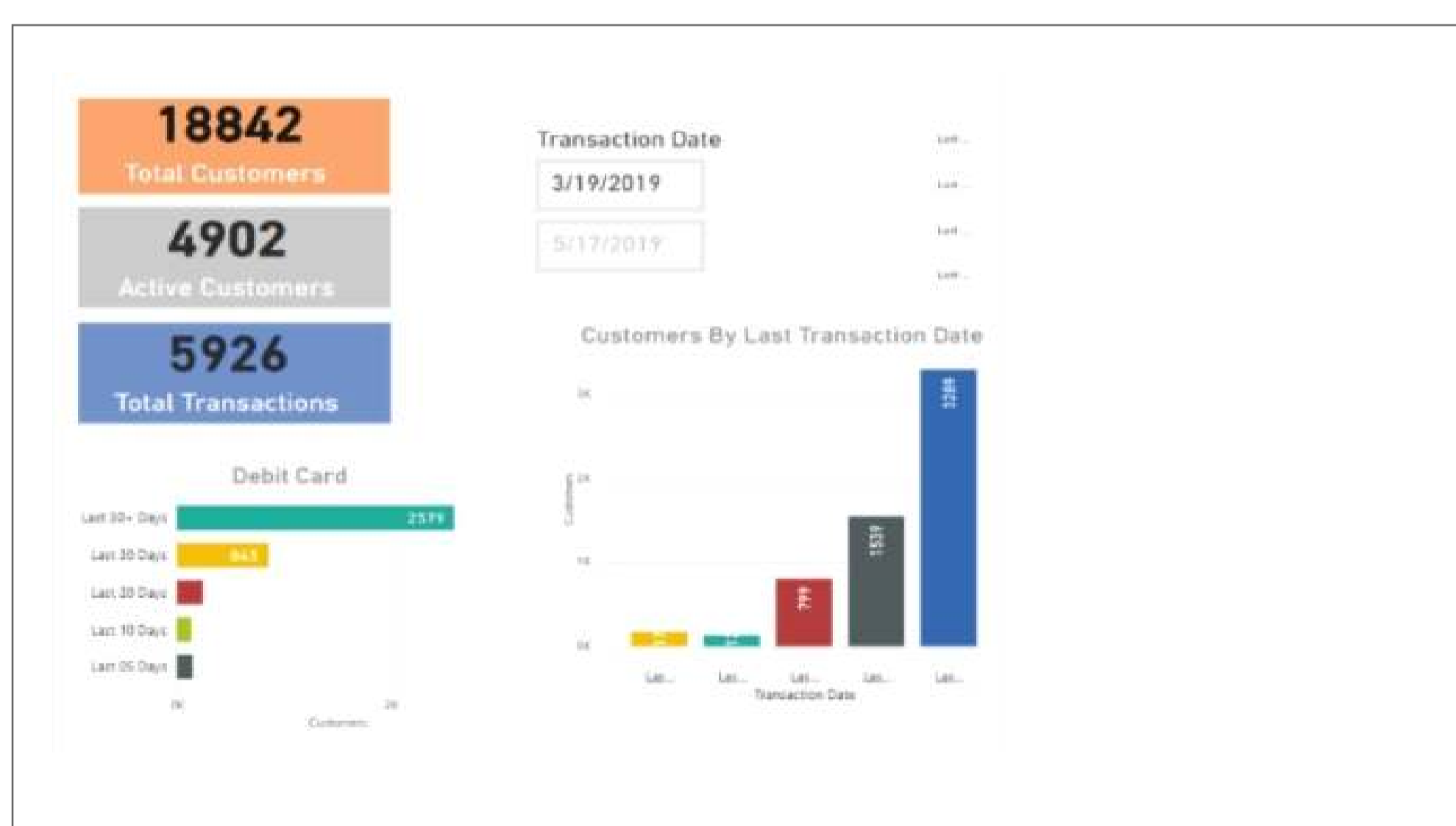
Program Dashboard

Using interactive and easy to understand dashboards to see banking data with a record of earnings, redemptions, transactions etc. & plan your annual loyalty and marketing budgets accordingly



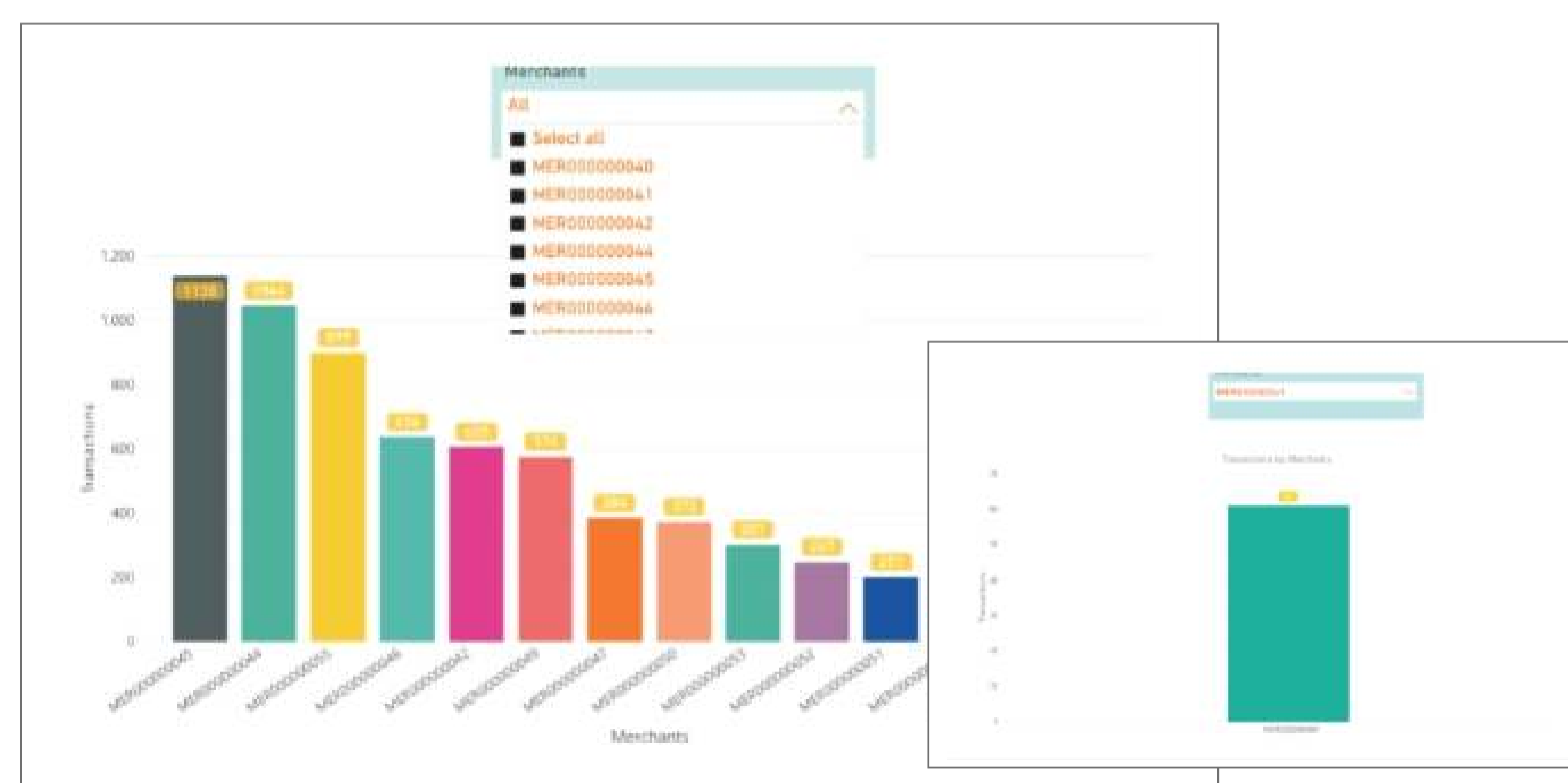
Campaign Reports

Keeping an eye on the report for multiple campaigns funded by third-party merchants and promote usage of bank cards at specific merchant stores by giving extra points/offers



Customer Recency Reports

Identifying the best customers using the bank card for the maximum time and target only specific customer segments to increase loyalty.



Merchant Reports

Using this report to save program costs and target more customers with specific offers & deals that are funded by merchant partners.

NOVUS

Loyalty

Everyone can get you a loyalty program, but we tend to nourish it for maximum outcomes by letting you experience lasting customer relationships and the bonds which gets stronger by time.

[Request a Demo](#)

[Start with Free Trial](#)