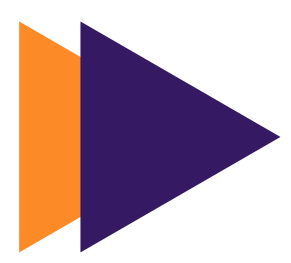


EWARDS

How Ideation, Innovation & AI Helped in Customer nGagement





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Introduction

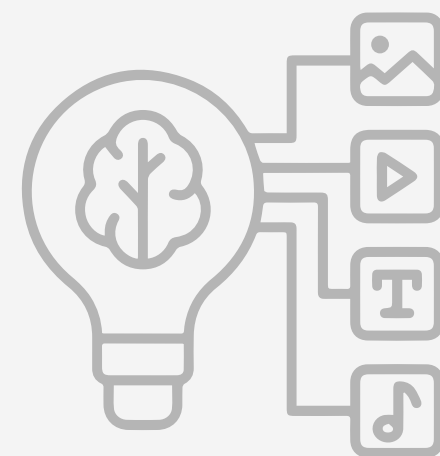
This year, we're evolving in a way that puts your growth first.

With the industry-first innovations we introduced last year, from AI tools to frictionless engagement systems, you now have everything you need to achieve more with less effort.

Every great brand has a story, and this year, our mission is to build the technology that supports yours.

Let's grow together.

► Key Industry Insights



Generative AI Adoption:

- **73%** of Indians use Generative AI to automate tasks.
- The AI in CRM market is projected to grow from **\$8.09B in 2024** to **\$11.04B in 2025**.



Boosting Retention with AI:

- Brands using AI in CRM see a **25% increase** in customer satisfaction.
- **20% higher retention** for businesses leveraging AI-driven CRM strategies.

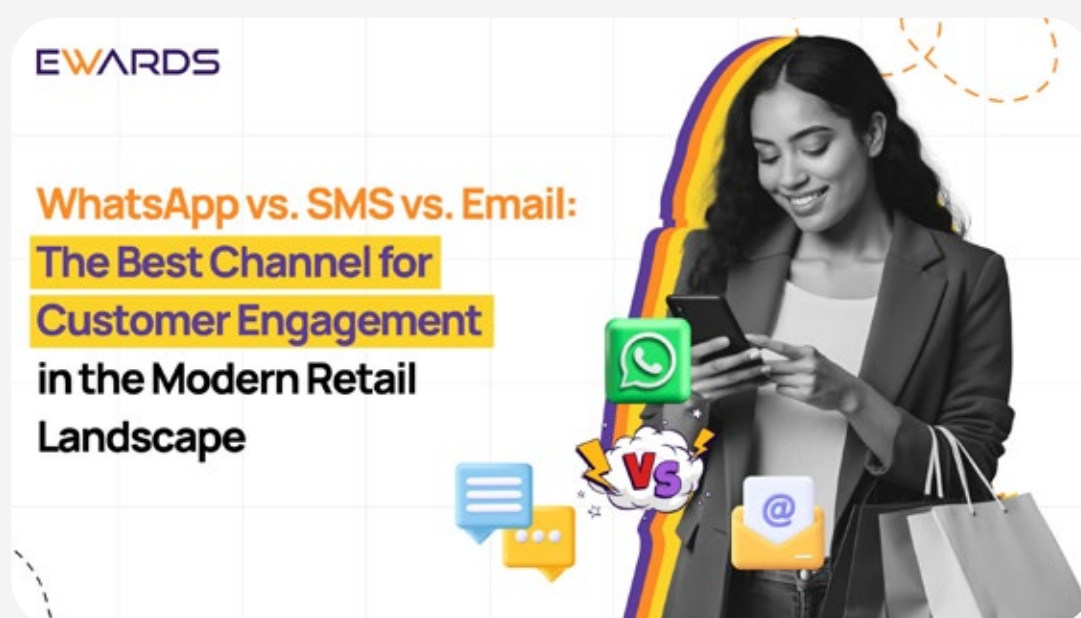


Loyalty Redemption Opportunity:

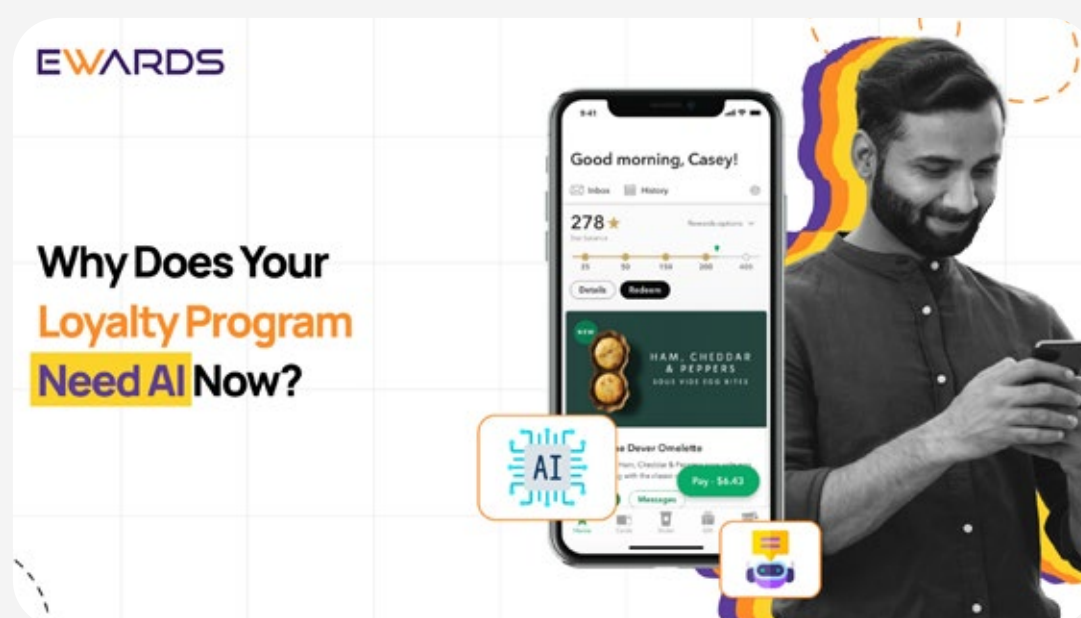
- **49.8% global loyalty redemption rate** presents a significant opportunity to boost loyalty engagement and redemption rates.

► Must-Read Blogs and Playbooks for Marketers

Blogs:



WhatsApp Vs. SMS Vs. Email: Which Marketing Channel Will Win in Retail Engagement?



Why Does Your Loyalty Program Need AI Now?



How Zero Party Data Will Redefine Brand Loyalty and Personalization in 2025



The Future of Mobile CRM: AI Enhancements and Remote Work



5 Key Trends In Retail Customer Experience You Need to Watch in 2025

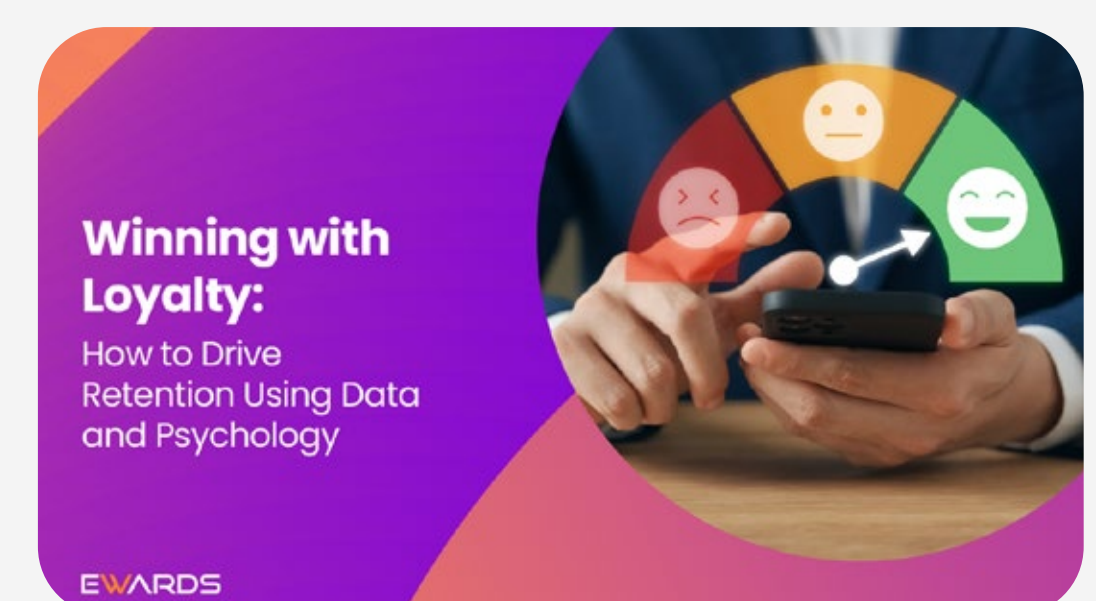
Playbooks:



The Art of Re-Engagement



Crafting Targeted Campaigns through Customer Segmentation

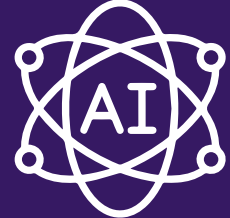






Winning with Loyalty: How to drive retention using data and psychology

eWards' Industry First Solutions & Developments

We've been focused on listening to our customers and understanding their day-to-day challenges. Through these conversations, we've identified key pain points, which led us to develop industry-first solutions.

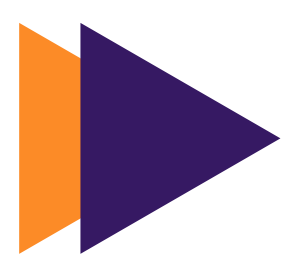
Take a look at our latest innovations—designed to help brands lead the way in customer engagement and loyalty.

-  **01** **InsightX:** AI-driven marketing intelligence for trend prediction and growth opportunities.
-  **02** **Instant Loyalty Link:** Industry-first solution for seamless redemption via a link through WhatsApp/SMS.
-  **03** **Dummy Number Handling:** A seamless checkout with a dummy number for enhanced customer experience.
-  **04** **OTP on WhatsApp:** Deliver OTP instantly with a QR code to ensure smooth transactions.
-  **05** **Loyalty Recalculation Mechanism on Returns:** Automatic adjustment of loyalty points on product returns.
-  **06** **Redemption Stoppage:** A feature to temporarily pause or stop redemption at merchant and sub-account level to manage operational adjustments.

Latest Developments

Development Name	Description
Comprehensive Redemption Report	It provides comprehensive insights into Loyalty redemption data across all the outlets.
Campaign Performance Report	Allows merchants to evaluate the performance of their campaigns.
Membership Package Tab <small>ON CLIENT DEMAND</small>	Allows the client to manage membership.
Customer Behavior Analysis Report	Assesses brand's performance depending on the customer behavior.
Beta Preview of Analytic Dashboard	This provides real-time data for actionable insights.
Fraud Prevention Module <small>ON CLIENT DEMAND</small>	It allows merchants to safeguard their stores against fraudulent activities by setting up rules and parameters.
Cohort Retention Report	Analyze customer retention and track loyalty.
Analytics Dashboard V2	Provides insights about outlet performance.
Analytics Dashboard V3	Provides interactive performance report.
Analytics Dashboard V4	Introduction of Customer Analytics that contains cohort retention analysis reports.
White Label Application User Profile Deletion Report	It allows brands to track and analyze user deletion with advanced filtering options.

Development Name	Description
Segment by Members	Reset - Enhances segment management (by clearing all members from the segment and resetting depending on needs) and improves user experience.
Email Delivery Status Tracking & Webhook Integration	This feature helps monitor and manage email campaigns in real time, improving operational efficiency through webhook configuration.
Feedback restriction system	Restricts feedback submissions across subaccounts for greater control and flexibility.
Analytics Dashboard V5	Analyses customer visit patterns and retention to identify at-risk customers and assess retention.
Revamped One-Page Mobile View Feature <div>ON CLIENT DEMAND</div>	Consolidated all essential information in a single, easy-to-navigate page on mobile devices.
Coupon Expiry Feature Enhancement	This allows clients to change the validity date of the coupon.



Growth Stories: How Our Clients Are Growing with eWards

Kalyan Silks



Challenges:

Low customer retention and revenue loss.

Solution:

Segmented campaigns & personalized outreach.

Impact:

- ▶ **+23%** customer engagement, **+53%** new transactions, **+30%** revenue growth.

Kathiawar



Challenges:

Timely engagement and low retention.

Solution:

Omnichannel WhatsApp & SMS campaigns.

Impact:

- ▶ **4,450x** ROI, **209,123** engaged customers.

Anil Trading Co.



Challenges:

Low average transaction value & retention.

Solution:

Segmented SMS & WhatsApp campaigns.

Impact:

- ▶ **+₹46L** revenue from high spenders, **+₹1.05Cr** from low spenders.

The Irish House



Challenges:

Limited event awareness & attendance.

Solution:

Targeted segmentation & engaging content.

Impact:

- ▶ **3x** conversion rate, ₹**2.79L** revenue generated.

My Chicken & More



Challenges:

Low customer retention & credit utilization.

Solution:

SMS campaigns with ₹50 credit incentives.

Impact:

- ▶ **+34.74%** conversion rate, ₹**2.74M** revenue from 3,679 transactions.

Dolly Dresses



Challenges:

Re-engage dormant customers.

Solution:

Targeted SMS for 50% off sale urgency.

Impact:

- ▶ **3.28%** conversion, ₹**3.17L** revenue from loyal customers.

Testimonials



hi-style

Sharon Kiron
Hi-Style

"As a customer experience management solution, eWards has exceeded our expectations. The system has greatly improved our operational efficiency by streamlining and optimizing our loyalty program. We highly recommend them."



JAIHIND

Mahendra Bhosale
JC Retail

"I like eWards CRM. We have been working with eWards team for quite a few months, and the experience has been truly good. They have effectively addressed all our concerns and ensured tailored solutions to our brand's specific needs."



Kathiawar Stores
Since 1926

Devang Doshi
Director, Kathiawar Stores

"Working with eWards has been fantastic since we were shown promising new ways to make our company more visible through targeted marketing. Today, we plan our campaigns using statistics and more accurate data, which produces amazing results."



KALYAN
SILKS
The world's largest silk saree showroom

Hrishikesh Sreenivasan
IT Head, Kalyan Silks

"We started using eWards CRM in November 2022. It's a simple and perfect solution for SMEs. Currently, we are using eWards CRM in 3 different countries and the product performance is good and stable."



Gurram Bros.
ALAYAM OF TEXTILES

Suman Gurram
Director, Gurram Brothers

"We have been using eWards for almost 18 months, and we are very satisfied with the service provided by eWards. I would definitely recommend eWards to any kind of retail chain."



KABHI B
bakery & patisserie

Hiren Suresh Kumar Bhatt
Marketing Manager, Kabhi B

"eWards dedication and commitment to providing excellent support is a valuable asset to our team. I truly appreciate the team and can confidently recommend them to anyone in need of great support."

Get Ready for InsightX

Your Marketing Intelligence
Tool that:

- ✓ Analyzes.
- ✓ Thinks.
- ✓ Strategizes.



EWARDS

LET'S TALK SOLUTIONS

2000+
Brands

9
Years

55+
Cities

4+
Countries

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 www.myewards.com

 +91 98300 87676

 info@myewards.com

