

Retail Loyalty Platform

Client Major national oil company
Role Business Analyst, Project Manager, Enterprise Architect
Period February 2012 — August 2015

CONTEXT

The loyalty program was fragmented — inconsistent member identification, manually managed bonus rules, and no way to measure campaign effectiveness or use customer behaviour — leaving it a cost centre rather than a strategic asset in a maturing, increasingly data-driven retail-fuel market.

APPROACH

Framed loyalty as a system of decisions with a feedback loop — consistent customer definitions, governed rules, and reliable links from transaction data to marketing — over keeping it a lightweight tactical tool, accepting enterprise-grade data discipline across marketing, operations, and finance.

OUTCOME

Designed and delivered a centralized loyalty platform that grew a major national oil company's program from 1M to 4.5M participants (4.5x) and turned loyalty from point accounting into a measurable customer-engagement capability.

- Program participants: 1M → 4.5M (4.5x growth).
- Campaign effectiveness made measurable through member segmentation and analytics.
- Unified, integrated experience across the retail network with no operational friction at point of sale.

KEY RESULT

Grew the retail loyalty program from 1M to 4.5M participants (4.5x) by designing a centralized platform that turned point accounting into a measurable, governed customer-engagement capability.