



# Transforming Customer Loyalty Schemes:

A Case Study on Omne Agency and GRG Professional Services' Collaboration on AWS

**EXECUTIVE SUMMARY**

GRG Professional Services, in collaboration with Omne Agency and CAELUM AI Services, successfully modernised Unilever Away From Home's customer loyalty scheme.

The transition from the previous "UFS Chef Rewards" to the new "My Professional Rewards" was executed seamlessly.

Utilising Amazon Web Services (AWS), the partners delivered a scalable, efficient, and real-time analytics solution that significantly improved user engagement and data-driven decision-making.



# Omne



## CUSTOMER OVERVIEW

- Omne Agency (Client: Unilever Away From Home)
- Location: United Kingdom
- Industry: Marketing and Advertising (Client: Food and Beverage)

Omne Agency serves as the marketing and advertising agency for Unilever Away From Home, a global leader in the food and beverage industry.

They were in search of a robust solution to modernise their customer loyalty scheme.







## RESULTS

The new scheme, "My Professional Rewards," saw a significant increase in user engagement and provided valuable insights through real-time analytics.

This enabled Unilever Away From Home to tailor their offerings more effectively and make informed decisions. The solution also allowed for seamless scalability, preparing Unilever for future growth.



## CONCLUSION

GRG Professional Services, in collaboration with Omne Agency and CAELUM AI Services, delivered a transformative solution for Unilever Away From Home, successfully transitioning the rewards scheme from UFS Chef Rewards to My Professional Rewards.

This case study stands as a testament to the advantages of embracing modern technologies.



## NEXT STEPS

The partners are now looking into further enhancing the system by integrating more advanced machine learning models to predict customer behaviours and preferences.



## TESTIMONIAL



"We are delighted with the solution that GRG Professional Services delivered. Their expertise and professionalism were invaluable."

— JEMMA GRAINGE,

Incentive Account Director,  
Omne Agency



## ABOUT GRG

GRG Professional Services Ltd. is a London-based IT consulting and services firm with a focus on cloud services, data analytics, and process automation.

As an AWS Consulting Partner, they have a proven track record of delivering bespoke solutions that meet the unique needs of their clients.

Their expertise spans the full lifecycle of IT solutions delivery, from conception through design, implementation, and operation.

GRG Professional Services is part of various APN Programs and has achieved technical validations for the solutions referenced in this case study.



## TECHNICAL APPENDIX

The architecture was built using AWS technologies such as Elastic Container Service for orchestration, Lambda for serverless computing, OpenSearch for real-time analytics, and Elastic File System for scalable storage.

