

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

Unilever Food Solutions

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.







WHY GRG?

GRG Professional Services was uniquely qualified to tackle these challenges due to their expertise in cloud services, data analytics, and process automation. Their proven track record and flexible, technologyagnostic approach made them the ideal choice for Omne Agency.





SOLUTION

GRG Professional Services, in cooperation with AWS, designed a robust architecture on AWS that utilised key technologies such as Elastic Container Service, Lambda, OpenSearch, Elastic File System, Simple Queue Service, and Relational Database Service.

This architecture was not only scalable but also provided the realtime analytics capabilities that Unilever Away From Home desperately needed.

CHALLENGE

Unilever Away From Home faced significant challenges in scaling their existing customer loyalty scheme.

The system was not agile enough to adapt to changing customer behaviours and lacked real-time analytics capabilities.

This impacted Unilever's ability to make data-driven decisions and optimise the scheme for better user engagement.



IMPLEMENTATION

The solution was implemented in multiple phases, each focusing on specific aspects like data migration, analytics, and user interface.

The team followed Agile methodologies, ensuring that the client could see incremental improvements and provide feedback.





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.

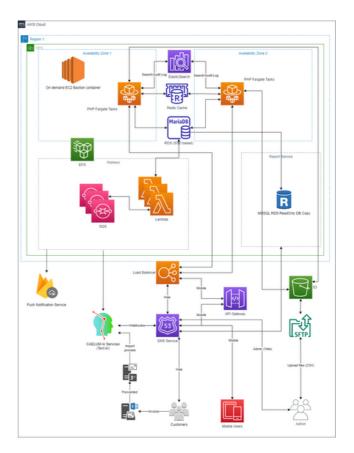
Their expertise spans the full lifecycle of IT solutions delivery, from conception through design, implementation, and operation.

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.



aws