

Case Study

Fixing Loyalty Gaps with Fast, Data-Driven Action

About the Client

Valued at around **\$8 billion**, this UAE-based private bank is one of the oldest financial institutions in the Middle East, known for its legacy, international presence, and focus on digital and regulatory excellence.

Business Requirements

As part of a digital loyalty initiative in Egypt, several customers did not receive reward points for eligible transactions.

- The issue was traced to **data feed inconsistencies** shared with the loyalty vendor, impacting over 700 customers.
- A logic gap caused account status changes made on weekends or holidays to be missed in the feed.
- The system also required a shift in logic to use **checker date stamps** instead of traditional status change dates.
- An urgent fix was needed to resolve complaints, correct data delivery, and restore trust in the rewards program.

Our Solution

The production support team acted swiftly, analyzing the issue and identifying that status changes made during holidays were not captured on time.

- A **temporary manual data feed** was created and shared with the vendor to immediately credit loyalty points.
- Collaborated with the **Flexcube** team to revise logic using **checker date stamps** for accurate account status tracking.
- Enhanced the **feed generation logic**, developed and tested it in UAT, and ensured a smooth migration to production.
- Validation processes were added to ensure that future data feeds reliably reflect all eligible transactions regardless of calendar delays.
- Coordination between business, data lake, and vendor teams helped maintain SLA timelines and avoid disruption to ongoing campaigns.

Business Outcomes

- **700 Customers Recovered:** Loyalty points were successfully awarded to all impacted users, resolving complaints swiftly.
- **Restored Customer Confidence:** Immediate corrective action helped rebuild trust in the loyalty program.
- **Stronger Data Accuracy:** Logic updates ensured future feeds correctly reflect real-time account changes.
- **Operational Resilience:** A fallback process was established to handle similar issues quickly if they reoccur.
- **Seamless UAT to Production Flow:** Fast delivery and testing helped avoid disruptions to ongoing business processes.