



## Built Fast, Scalable & Secure Mobile and Web Enterprise Apps for a Leading Grocery Rewards Platform

Worked very closely with the client over the last ten years to build a product that today, has over 50 million users!

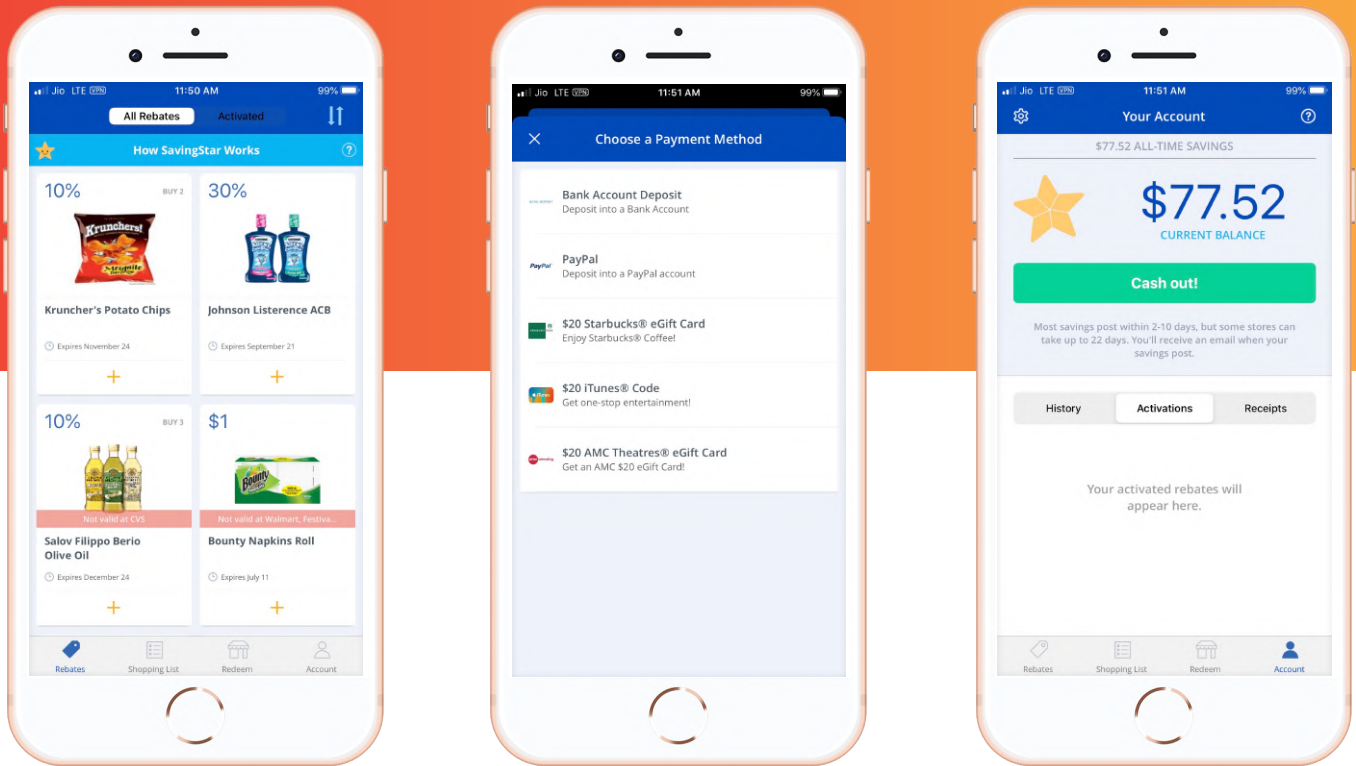
### — The Client

The client is a leading provider of personalized, digital grocery rewards programs for Consumer-Packaged Goods (CPGs), enabling shoppers to earn cashback and other rewards on item-level grocery purchases when they use their store loyalty card or submit a picture of their receipt.

### — Executive Summary

Since its inception in 2011, Wavelabs has worked very closely with the client to build a product that has over 50 million users today.

Their Loyalty & Insights Program platform that we helped build, enables CPGs to create a turnkey loyalty program in weeks, without the cost, administration, and time commitments of building an in-house loyalty program.

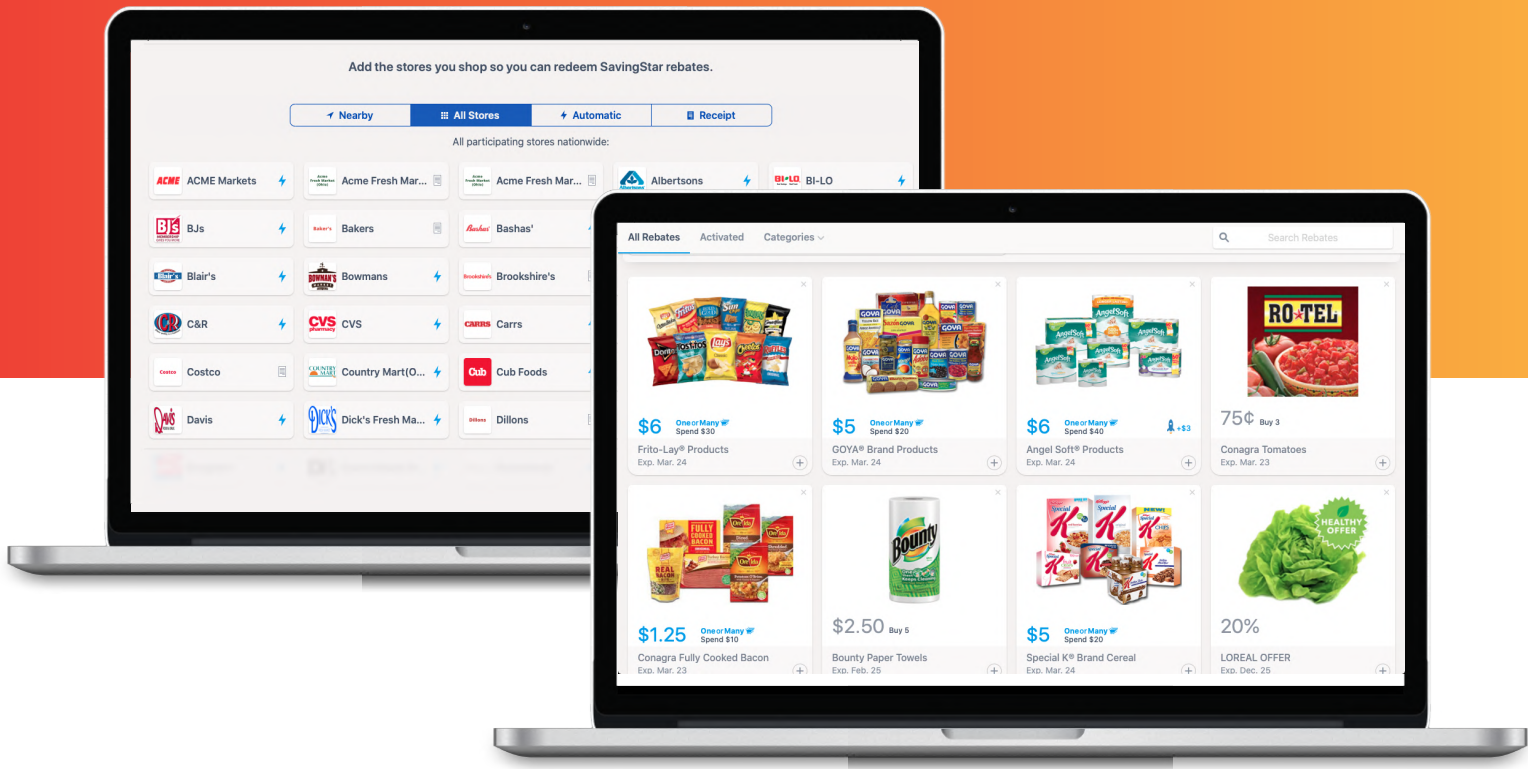


*How SavingStar Works*

## — Approach

To begin with, we wanted to understand how the customer expectations have changed over time. We implemented a human-centered approach to design the product from a shopper's perspective.

Along with building agile and innovative backend solutions, we helped build the Loyalty & Insights Program platform for CPGs, turning a challenge faced by the customers into an opportunity for our client to increase market share and drive business growth. The platform enables CPGs to create a turnkey loyalty program in weeks, without the cost, administration, and time commitments of building an in-house loyalty program.



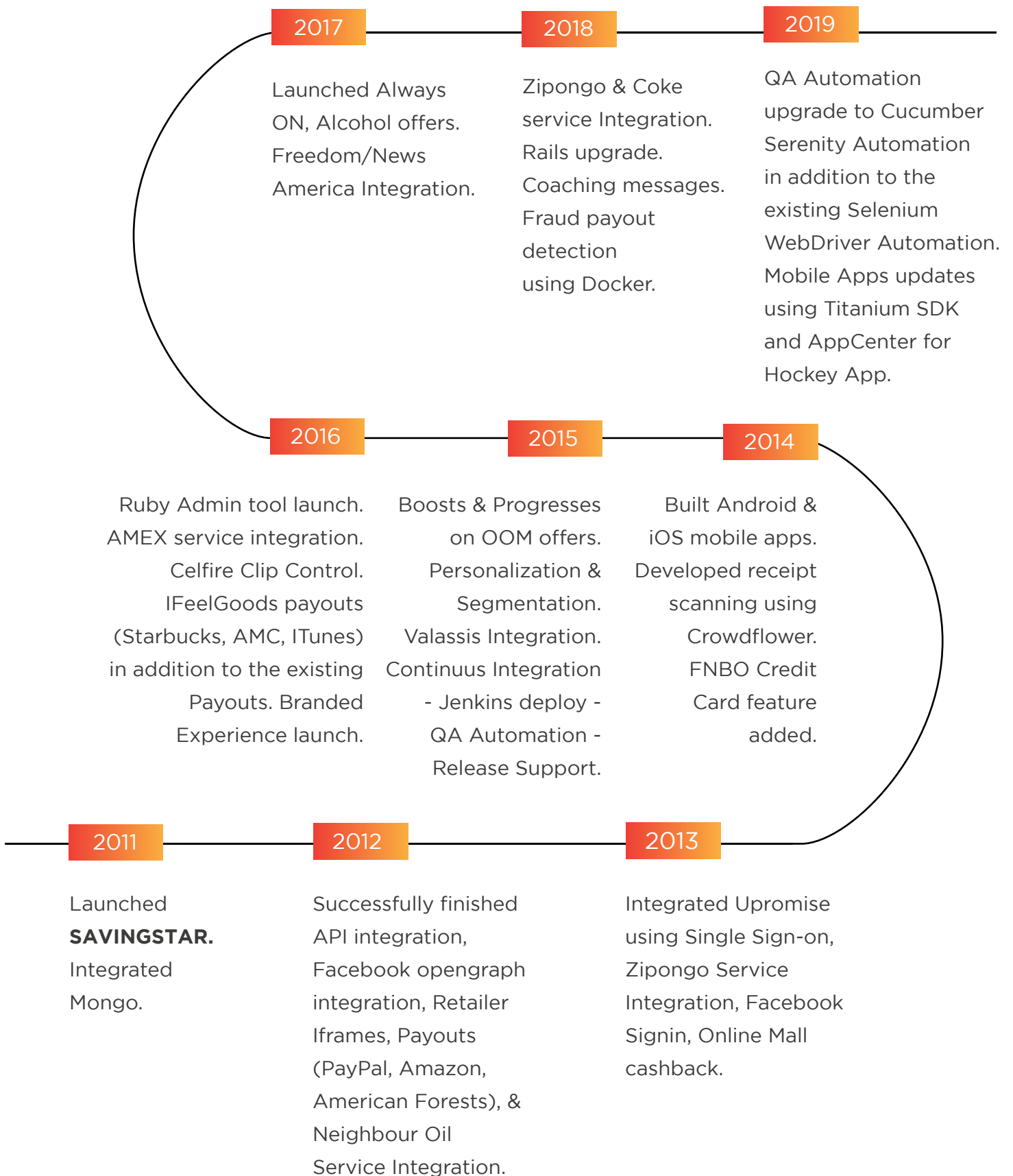
Web Screens

## Major Technological Achievements

- Building Java applications like the Admin tool, CSR & Backoffice
- Integrating Mongo and Oracle
- Application of Ruby on Rails for Web, API and CSR
- Friendly, responsive iOS and Android app for customers
- Operation and support for productivity and quality issues
- Continuous QA Automation and Integration with Jenkins builds
- Introducing new web experiences like Branded Experience, One or Many Offers, Always ON offers, Integrating with Freedom
- Improving user experience using Segmentations and Personalization
- Partner/Retailer integrations with the best in the market like Costco, Sams Club, Kroger, Safeway, Walgreens, CVS, AWI, Ahold etc.

## The Journey Through the Years

We designed and developed modern, frictionless, mobile and web solutions that helped delight the shoppers.



Since its inception in 2011, Wavelabs has worked very closely with the client to build a product that has over 50 million users today.

**Digital grocery coupons and promotions** redeemable over one or many shopping trips

**White-labeled loyalty programs for CPGs** such as Kellogg's Family Rewards, Huggies Rewards, L'Oréal Paris Worth It Rewards, and more.

## — Tech Stack



Backend  
**Java, Scala, Python**



Frontend  
**Ruby on rails, Java**



Code Repository  
**Github**



Deployment  
**Jenkins**



JIRA  
**Bug Tracking**



QA Tech  
**Selenium WebDriver, Serenity, Cucumber**



Database  
**Oracle, MongoDB**



Devops/Containers  
**Docker, AWS**



Mobile App Deployment  
**Android, iOS**