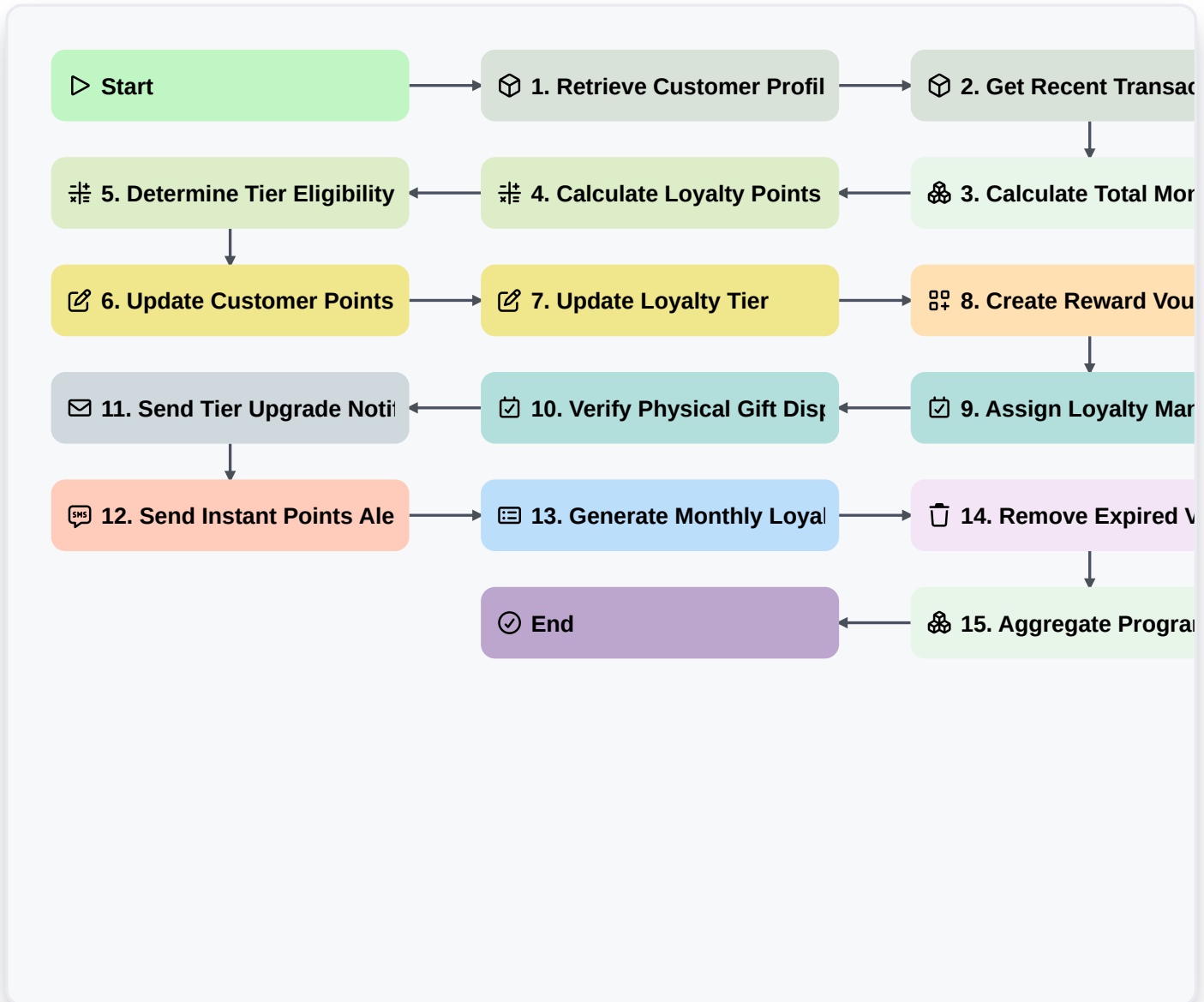


Customer Loyalty Program Management



Start

Start of the Workflow/Process.

1. Retrieve Customer Profile

Fetch the specific customer data entry to check their current loyalty tier and points balance.

2. Get Recent Transactions

Retrieve all transaction entries associated with the customer from the last 30 days.

3. Calculate Total Monthly Spend

Sum the 'amount' property of all retrieved recent transactions to determine spending volume.

4. Calculate Loyalty Points Earned

Apply a formula (e.g., Total Monthly Spend * 0.10) to determine new points to be awarded.

5. Determine Tier Eligibility

Compare calculated points against predefined thresholds to see if the customer qualifies for a tier upgrade.

6. Update Customer Points Balance

Update the customer's data entry with the newly calculated total points.



7. Update Loyalty Tier

Update the 'Tier' field in the customer data model if the threshold was met.

8. Create Reward Voucher

Create a new entry in the 'Rewards' data model containing a unique discount code and expiration date.

9. Assign Loyalty Manager Review

Create a task for the Loyalty Manager to manually approve high-value tier upgrades.

10. Verify Physical Gift Dispatch

Create a task for the warehouse team if the reward involves a physical gift item.

11. Send Tier Upgrade Notification

Send an automated email to the customer celebrating their new loyalty status.

12. Send Instant Points Alert

Send a short SMS to the customer notifying them that points have been added to their account.

13. Generate Monthly Loyalty Health Report

Create a summary report showing total points distributed and number of users moved to higher tiers.

14. Remove Expired Vouchers

Delete voucher entries from the data model once their expiration date has passed.

15. Aggregate Program ROI

Calculate the average spend of 'Gold' tier members vs 'Silver' tier members for management analysis.

End

End of the Workflow/Process.