







Our customers are more loyal because we can engage with them better through the Loyalty Rewards Program. Every part of the loyalty program was designed carefully to achieve maximum results. The loyalty program has helped us boost our repeat purchase revenues by 154%".

**Sandy Crespo-Mossi**Operations Manager at Oracle Lighting

## The Zinrelo platform ensured a holistic customer engagement for Oracle Lighting.

Oracle Lighting has been producing automotive lighting components since 1999. Located just outside New Orleans, Oracle Lighting has received accolades from numerous organizations for their business practices.

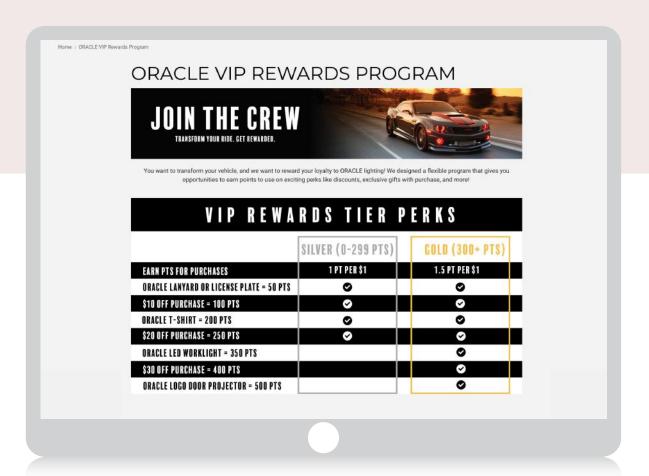
## The Challenge

- Improve customer retention
- Increase repeat purchase revenues

## **The Solution**

With the objective to establish a stronger connection with customers & to maximize revenue through repeat purchases, Oracle Lighting implemented their VIP Rewards program using Zinrelo's modern-day loyalty rewards platform.

With the VIP Rewards Program, Oracle Lighting migrated to points-based promotions instead of cash discounts leading to improved profitability, increased repeat purchases and revenues.



## **The Results**



Increase in **Customer Retention** 



**Increase in Repeat Purchases Revenue** 

Request a Demo





