



Ritu Wears deploys Pine Labs Nova

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Ritu Wears, a well known fashion retail chain unit of JDS Apparel Pvt Ltd, enhances the customer experience by extending the implementation of **Pine Labs Loyalty Software – Nova from Delhi and NCR to its branches in Amritsar on October 20, 2007.**

Pine Labs Nova Loyalty Solution is specially focused on the communication to the customers at the time of transaction. **Nova**, a sophisticated rules engine, supports comprehensive business rules for awarding and redemption of points.

Multiple rules based on item codes (SKU), transaction amount, merchant code, time of transaction, customer profile and history, etc can be applied to a single transaction.

It also works in real-time and offers multi-channel communication such as charge slip, mobile phones applets, SMS, emails, and web.

With customer specific loyalty awards and discount coupons, the program adds value to more than 15,000 transactions every month. It is expected in a time span of one year; more than 30,000 customers would enrol in the program.

"Keeping in mind the needs of the enterprises, we have developed **Nova Loyalty solution** that delivers the real-time rewards to the customers. **Nova** is one of the solutions from our stable that allows the flexibility of redefining the business rules for a **loyalty program** "on the fly".

It not only carries out business with the customers but also allows receiving customer feed-back in real-time. We are confident that many more enterprises will feel the need of such solution in the coming years." said **Lokvir Kapoor, CEO, Pine Labs.**

"**Nova Loyalty Solution** has helped us to derive maximum benefits out of our everyday interactions with the customers. This in turn has built long-term, sustainable and rewarding relationships with our customers.

Understanding the need and benefits of **Nova solution**, we have extended its implementation to our other branches also." said **Mr O P Gupta, Head (Information Technology), Ritu Wears.**



About Pine Labs

Pine Labs offers smart cards, magnetic-stripe cards and Point of Sale (PoS) based payment, loyalty and retail solutions and services to the banking, petroleum and telecom markets/ Pine Labs enjoys a dominant position in India with several blue chip companies and banks as their customers.