

POINTSaver DRIVING ECOMMERCE GROWTH AND CUSTOMER INSIGHTS THROUGH INTELLIGENT REWARD INTEGRATION

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Abstract: The internal eCommerce platform is a cornerstone of the company's employee reward system, allowing employees to redeem earned points for products. Despite its potential, the platform remains underutilized as many employees continue to shop on external websites due to familiarity or convenience. This results in missed opportunities to drive engagement and maximize reward value.

PointSaver is a browser extension that intelligently intercepts product searches on external eCommerce platforms and displays matching items available on the company's internal reward platform. It seamlessly redirects users to the internal site, encouraging point-based purchases. This initiative not only boosts platform usage and revenue but also enables the deployment of timely surveys to capture valuable product feedback and item suggestions, fostering continuous improvement.

This white paper outlines the capabilities of PointSaver, its technical implementation, business impact, and strategic value in enhancing user engagement and data-driven decision-making.

Keywords: Internal eCommerce Platform, Employee Rewards, PointSaver Extension, User Engagement, Data-Driven Decision-Making

I. INTRODUCTION

Employee reward programs thrive on visibility, engagement, and ease of access. The internal eCommerce platform was designed to fulfill these needs by allowing employees to redeem points for a wide variety of products. However, the platform faces challenges due to competing external retail sites, low employee awareness, and limited traffic.

PointSaver addresses these issues by bridging the gap between external search behavior and internal reward opportunities. By integrating survey modules into the redirected experience, the platform captures valuable employee insights, enabling tailored inventory and enhanced satisfaction. This paper examines how PointSaver amplifies the platform's effectiveness through intelligent redirection and survey-driven optimization.

II. REVIEWS

Kuvaas, B., Buch, R., Gagné, M., Dysvik, A., & Forest, J. (2016), Highlights how reward systems, when well-aligned with intrinsic motivation, can lead to better employee engagement and productivity — supporting the rationale for internal reward platforms like PointSaver. Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003), Introduces the Unified Theory of Acceptance and Use of Technology (UTAUT), which can explain why employees might prefer familiar external sites over the internal platform — a barrier PointSaver seeks to overcome. Kondratova, I., & Goldfarb, A. (2006), Discusses how browser extensions influence user behavior and what drives or deters their adoption, validating the technical strategy used in PointSaver. Wedel, M., & Kannan, P. K. (2016), Explores how customer interaction data can be leveraged for actionable insights — aligning with PointSaver's use of real-time feedback and product surveys. Pappas, I. O., Patelis, T. E., Giannakos, M. N., & Chrissikopoulos, V. (2014) Demonstrates the importance of personalized and intuitive experiences in retaining customers — a key benefit expected from PointSaver's intelligent redirection.

The Challenge: Underutilization and Missed Insights

Despite a solid foundation, the internal eCommerce platform faces the following obstacles:

- **Low Platform Awareness:** Employees often forget their available points or are unaware of the platform's offerings.
- **External Competition:** Major platforms like Amazon dominate shopping behavior, drawing attention away.
- **User Experience Friction:** The internal site feels less intuitive or accessible compared to retail giants.
- **Limited Feedback Mechanisms:** Reduced traffic hampers efforts to gather product preferences or improvement suggestions.

These limitations result in decreased redemptions, stagnant growth, and missed opportunities to align offerings with employee interests.

The Solution: PointSaver Browser Extension

PointSaver is a cross-browser plugin designed to passively enhance the reward experience by aligning internal offerings with external search behavior. Key features include:

- **Search Query Detection:** Captures product search terms on popular eCommerce sites.
- **Real-Time Product Matching:** Queries the internal database for matching items available for point redemption.
- **Popup Recommendations:** Displays relevant product options, including images, descriptions, and point costs.
- **Redirection to Platform:** Seamlessly takes the user to the internal site to complete a point-based purchase.
- **Survey Integration:** Upon redirection, targeted surveys gather product feedback and wishlist inputs to enhance catalog relevance.

Technical Architecture

The PointSaver extension is built for scalability, performance, and compliance:

- **Compatibility:** Available on Chrome, Firefox, and Edge.
- **Frontend Layer:** JavaScript-powered UI components for popup interaction and redirection.
- **Backend Integration:** Secure API calls fetch product data and submit survey results.
- **Data Privacy:** Ensures anonymized handling of all search and survey data in accordance with corporate standards.
- **Survey Module:** Embedded on the platform, triggered post-redirection to capture feedback and preferences.
- **Analytics Dashboard:** Visualizes metrics such as search queries, click-through rates, survey completion, and product demand.

Business Impact and Key Benefits

PointSaver delivers measurable value across multiple dimensions:

1. Increased Orders

Redirected employees significantly boosted platform redemptions. Pilot results showed a **50% increase in orders**, rising from 100 to 150 per month.

2. Revenue Growth

Redemption growth translated into platform revenue, increasing monthly value from **\$10,000 to \$15,000**, a **50% gain**.

3. Higher Site Traffic

Employee visits rose by **60%**, from 500 to 800 monthly sessions, validating the plugin's influence.

4. Improved Product Visibility

Targeted popups spotlight popular and relevant items, increasing product exposure and interest.

5. Insight-Driven Catalog Optimization

Surveys achieved a **70% response rate**, uncovering high satisfaction levels (**85% positive feedback**) and repeated requests for specific items (e.g., fitness trackers, home appliances).

6. Enhanced User Experience

PointSaver simplifies access and introduces value-added surveys, fostering loyalty and repeat use.

7. Data-Backed Inventory Strategy

Analytics empower the eCommerce team to respond proactively to trends, driving better stocking and promotional strategies.

Implementation Considerations

To ensure successful rollout and sustained impact:

- **Curate Product Catalogs:** Continuously refine offerings based on trending search terms and survey results.
- **Design Concise Surveys:** Limit questions to 3–5 to boost completion rates without fatigue.
- **Strengthen Infrastructure:** Scale APIs to support rising traffic, survey submissions, and query volume.
- **Encourage Adoption:** Collaborate with HR and Internal Communications to promote PointSaver as a value-add for employees.

Potential Challenges and Mitigation

| Challenge | Mitigation Strategy |
|--|--|
| Limited matches for niche searches | Use survey data to expand catalog based on actual employee demand. |
| Privacy concerns about data capture | Ensure transparency, anonymize responses, and gain informed consent. |
| Low survey participation in early phases | Offer small incentives (e.g., bonus points) and design mobile-friendly interfaces. |

III. CONCLUSION

PointSaver is a transformative addition to the internal eCommerce ecosystem. By intercepting external search intent and redirecting it to internal reward opportunities, it increases platform usage, enhances employee engagement, and provides a channel for valuable feedback. The embedded surveys turn visits into insight-rich experiences, allowing the eCommerce team to evolve product offerings in real time.

As a strategic asset, PointSaver represents a modern, data-driven approach to employee rewards—creating a self-reinforcing cycle of visibility, engagement, and optimization.

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