CLAIMS

1. A system for managing customer engagements of a client, comprising:

an event tracker configured to track at least one of transactional data and customer profile data of a plurality of customers of the client;

a customizable rule engine configured to dynamically generate one or more customized rules using parameters associated with at least one of the transactional data and the customer profile data;

a customer event management module coupled to the event tracker and to the customizable rule engine, in which the customer event management module is configured to analyze the transactional data and the customer profile data for each customer to select one or more applicable rules and to apply the selected rules to generate one or more customized offers for the respective customer; and

a customer engagement module configured to execute instructions for transmitting the one or more customized offers to the respective customer.

2. A system according to Claim 1, in which the transactional data comprises data regarding purchases made by the customers, registration of the customers, purchase location of the customers, payment modes used by the customers, redemption of one or more offers provided to the customers by the client, or combinations thereof.

3. A system according to Claim 2, in which the transactional data comprises data corresponding to transactions made by the plurality of customers at one or more point-of-sale terminals.

4. A system according to Claim 2, in which the transactional data comprises data corresponding to transactions made by the plurality of customers using at least one online sale portal.

5. A system according to Claim 1, in which the customer profile data comprises data associated with activities of the plurality of customers on internet-based social networks.

6. A system according to Claim 1, in which the customer profile data comprises data related to age bands of the customers, location of the customers, names of the customers, client loyalty points of the customers, loyalty tiers of the customers, lifetime points of the

customers, lifetime purchase value of the customers, number of days since last visit for the customers, number of total visits of the customers, average number of items bought per purchase by the customers, or combinations thereof.

7. A system according to Claim 1, in which the one or more rules generated by the rule engine are configurable by a user of the system.

8. A system according to Claim 1, in which the event tracker is further configured to group the transactional data and the customer profile data for each customer to form a customer data package of the respective customer.

9. A system according to Claim 1, in which the event tracker is further configured to track attributes related to products and/or services offered by the client.

10. A system according to Claim 9, in which the attributes comprise a category of a stock keeping unit (SKU), quantity of the SKU, average number of SKUs sold over a period of time, or combinations thereof.

11. A system according to Claim 1, in which the customer engagement module is configured to transmit the one or more customized offers to the respective customer using short message service (sms), email, or combinations thereof.

12. A system according to Claim 1, in which the customer engagement module is further configured to execute instructions to perform one or more customer actions.

13. A system according to Claim 14, in which the one or more customer actions comprise posts on social networking sites, offer related messages, customer feedback on products and/or services of the client, push messages on a mobile device of the customers, loading offers onto customer devices, loading offers onto customer wallet, award of one or more loyalty points and offers, loyalty slab movement of the customers, or combinations thereof.

14. A system according to Claim 1, further comprising a first database configured to store the transactional data and the customer profile data of the plurality of customers.

15. A system according to Claim 1, further comprising a second database configured to store the one or more customized rules generated by the customizable rule engine.

16. A system according to Claim 1, in which the customer event management module comprises a comparator configured to compare the tracked data with pre-determined thresholds to select one or more applicable rules for the respective customer.

17. A computer-implemented method for managing customer engagements of a client, the method comprising:

tracking at least one of transactional data and customer profile data of a plurality of customers of the client;

dynamically generating one or more customized rules using parameters associated with at least one of the transactional data and the customer profile data;

analyzing the transactional data and customer profile data of each customer to identify one or more applicable rules for the respective customer;

applying the identified one or more rules for generating one or more customized offers for the respective customer; and

transmitting the one or more customized offers to the respective customer.

18. A method according to Claim 17, in which tracking at least one of the transactional data and the customer profile data further comprises obtaining data associated with offline transactions of the customers, online transactions of customers, internet-based social network based transactions, or combinations thereof.

19. A method according to Claim 17, in which analyzing the transactional data and customer profile data of each customer comprises:

evaluating the transactions data and the customer profile data of each customer to determine if the respective customer qualifies for receiving offers from the client;

identifying the one or more applicable rules when the customer qualifies for receiving offers from the client.

20. A system for managing customer engagements of a client, comprising:

an event tracker configured to track at least one of transactional data and customer profile data of a plurality of customers of the client, in which the event tracker is further configured to generate aggregates of one or more customer attributes for each customer;

a customizable rule engine configured to dynamically generate one or more customized rules using parameters associated with at least one of the transactional data, the customer profile data and the generated aggregates; and

a customer event management module coupled to the event tracker and to the customizable rule engine, in which the customer event management module is configured to analyze the transactional data, the customer profile data, and the generated aggregates for each customer to select one or more applicable rules and to apply the selected rules to generate one or more customized offers and/or perform one or more customer actions for the respective customer.

21. A system according to Claim 20, further comprising a customer engagement module configured to execute instructions to perform one or more customer actions.

22. A system according to Claim 20, in which the transactional data comprises data regarding purchases made by the customers, registration of the customers, purchase location of the customers, payment modes used by the customers, redemption of one or more offers provided to the customers by the client, or combinations thereof.

23. A system according to Claim 20, in which the customer profile data comprises data related to age bands of the customers, location of the customers, names of the customers, client loyalty points of the customers, loyalty tiers of the customers, lifetime points of the customers, lifetime purchase value of the customers, number of days since last visit for the customers, number of total visits of the customers, average number of items bought per purchase by the customers, or combinations thereof.

24. A system according to Claim 21, in which the one or more customer actions comprise posts on social networking sites, offer related messages, customer feedback on products and/or services of the client, push messages on a mobile device of the customers, loading offers onto customer devices, loading offers onto customer wallet, award of one or more loyalty points and offers, loyalty slab movement of the customers, or combinations thereof.

25. A system according to Claim 21, in which the customer attributes comprise, but are not limited to, color of a purchased product, category/sub-category of a product, brand of a product, total spend on a product by the customer over a period of time, number of a product purchased by the customer, number of distinct instances when the customer purchased a product, or combinations thereof. total spend on a product by the customer over a period of

time, number of a product purchased by the customer, number of distinct instances when the customer purchased a product, or combinations thereof.