

USAGE SCENARIOS: Reward Cards

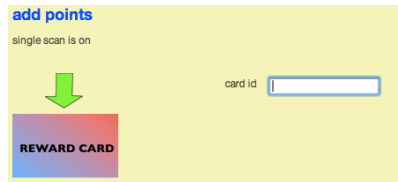
myrewardcard.ie is a flexible platform that can meet the needs of most small or independent business. The flexibility is hidden behind a simple user interface and this document highlights some examples of how the system can be implemented to meet your needs.

Cafe Transferring their Existing Stamped Card Program

A coffee shop already had a program using stamped cardboard cards. Under this program the customer received a stamp for every coffee bought and the 10th cup was free. The shop wanted to start their advanced system by mimicking this program and then gradually introducing more flexibility.

Solution

Because the system was simple one where every transaction was for a coffee and received 1 point the cafe was able to implement a SingleScan operation. Under this there was no requirement to manually enter points or note. This made each process very quick as it consisted of just one scan.



Comment

This process exactly mimicked the existing program. It also allowed for faster transaction time, collected the customer details and allowed a reconciliation process between the free coffees awarded and the till.

Cosmetic Shop With Limited Resources

This shop was very cost conscious and could not afford the capital cost of plastic cards.

Solution

The shop decided not to invest in physical cards but to use the customer name and phone number as the identifier. To implement this in a way that had minimum input from the customer the shop decided to complete registration instore. To complete this they printed all card number on a sheet. When a customer signed up they registered that number to the customer and verified the account using the code sent to the customer's phone. After this whenever the customer bought a qualifying product they asked for the name or phone number, conducted a search and then manually entered the points.

Comment

This implementation allowed the shop to save money in their implementation while leaving open the possibility of introducing physical cards at a later date.

Clothes Shop With Internet-enabled Till

This shop wanted to implement the system using their existing till as a terminal.

Solution

myrewardcard.ie does not integrate into the till operation itself. However it operates through a browser on any internet-enabled till. The shop logged into the system and whenever a qualifying transaction took place the staff member simply switched screens on the terminal and entered the details.

Comment

While adding an extra transaction to the sales process this solution allowed the store to use its existing equipment and did not require extra space at the counter. The extra transaction easily took place while the customer entered their credit card details.

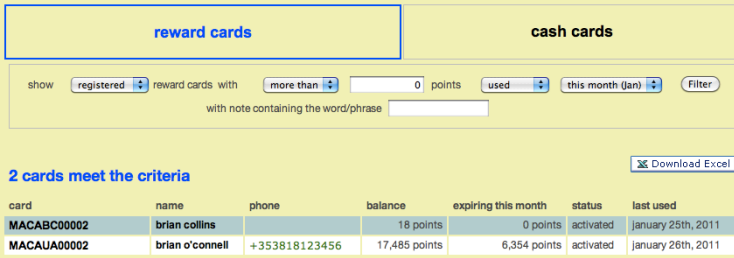
Shoe Shop With No Internet Connection

A shoe shop wanted to provide a Reward Card to its customers but did not have any internet access to allow real-time entry of transactions.

Solution

The shop arranged their program around vouchers posted to customers. When a customer complete a valid transaction their card number was written down along with the points due. These were then entered into myrewardcard.ie at the end of a day.

Every 3 months a report was run showing all customers with more than 500 points. These points were deducted and a voucher for €50 was posted to the customer.



card	name	phone	balance	expiring this month	status	last used
MACABC00002	brian collins		18 points	0 points	activated	january 25th, 2011
MACAU00002	brian o'connell	+353818123456	17,485 points	6,354 points	activated	january 26th, 2011

Comment

While adding some extra work the system they devised allowed the shop to offer a Reward Program. The posting of vouchers also reminded customers of the shop and gave them a reason to return as well as sparking discussion amongst the customer and their friends.

Restaurant Requiring a CRM System

The restaurant wanted to be able to streamline their take-away business by reducing the information to be collected during each call. In particular they wanted to introduce a delivery service and avoid confusion about addresses.

Solution

The business changed their default screen to Search. When customer rang in they used the Caller ID (if it existed) to immediately pull up the customer details and greet the customer by name. If this did not show up they asked if the person had a Reward Card and used this. They then recorded the order and points awarded and were able to confirm the Reward at the time of the order.



date	time	transactor	note	awarded	redeemed	balance
october 14th, 2009	15:07	manager			-50	362
october 14th, 2009	15:07	manager		10		432
october 14th, 2009	15:02	manager		10		422
october 13th, 2009	11:50	manager	discount on groceries		-20	412
october 13th, 2009	11:45	manager	coffee	27		432
october 13th, 2009	11:40	manager	milk	27		405

Comment

myrewardcard.ie fulfilled the two functions of Reward Program and Customer Relationship Management System for this restaurant.

- It made bookings more efficient as most of the information (name, address, directions) was already present in the system at the time of booking. This allowed more orders to be taken as the line was not tied up for so long.
- It allowed the restaurant to encourage purchase of slow-moving items by flexibly awarding extra points on different dishes each evening.
- It encouraged eat-in meals by offering larger points to in-house dining and also by making the rewards redeemable in the restaurant itself.
- As a bonus the the restaurant was also able to provide proof of rewards to the Revenue Commissioners when an audit was conducted - an important consideration for a cash business.