Key-Fobs – An Alternative to Cards

Most conventional loyalty schemes are card-based, but the key-fob offers some advantages as a alternative media that include, but are not limited to; there is no card fatigue *"…yet another card syndrome…",* they're convenient, easy to carry and more likely to be used by males.

Key-fobs may also be a complimentary media alongside cards appealing to a wider audience thereby giving the best opportunity for an existing loyalty scheme to grow. They are supplied with the front side carrying the Clients artwork and the reverse having a barcode with a unique ID number.

The key-fobs can be issued to customers at point-of-sale with an explanatory leaflet on a very simple hand-out basis. Customers can participate anonymously and simply start collecting value against the unique bar-coded ID every time they shop.

Alternatively customers can go to a Client-branded registration web site and provide their details and be eligible to participate in the "Web Mall". Within this client-branded site cardholders can transact with over 400 of the busiest on-line retailers covering just about every possible sector.

All of the points earned from on-line spend are added to the members existing loyalty balance. Each member will also have their own homepage on the same site to see special offers and how many points they have earned in both in the high-street and Web-Mall.

With the Web-Mall, Scotcomms delivers a major point of difference over other loyalty schemes as all of the points earned on the "Web-Mall" can only redeemed in the Clients outlets, thereby funnelling all redemption activity back to the source.

Scotcomms can supply Clients with an end-to-end solution including planning, fob supply & design, point-of-sale enablement, a membership & transactional database with a full reporting suite, and of course a customised "Web-Mall" giving any scheme a head start. Contact us now to find out what is possible; t. 07768 650923; e. randal@scotpart.co.uk . www.scotpart.co.uk

Key –Fobs: Machine readable & unique ID