



Loyalty and Membership Solutions

Over the last three decades loyalty schemes have evolved from the anonymous stamp-collection schemes into sophisticated card based solutions that identify customer behaviour and form a critical part of strategic marketing across the retail spectrum.

However, potential clients should take some comfort from the fact that technology platforms have also evolved to the extent that such schemes have never been more affordable. They remain comprehensive in terms of compelling features such as; instant access to performance data, customer homepages, and web-based value-adds

The Scotcomms Partnership has been delivering loyalty and membership solutions to a diverse range of sectors since 1993. For our operational sister company, Scotcomms Technology Group, sport is the highest profile sector to date with clients such as The FA, Chelsea FC, The Lawn Tennis Association, Celtic FC and many more. The platform has also been adapted to deliver an electronic visitor pass for tourists and is currently operational in 10 locations including London, New York, Paris and Stockholm to name a few.

The challenge for most clients is the same, if a loyalty scheme can convert the passive shopper into a permanent customer or member, where do you start and what will it cost. Scotcomms can deliver a fully serviced loyalty solution which includes: full client branding, point of sale enablement, cards with issue & registration processes, transaction hosting and instant access to a range of performance reports. The entire process will project managed throughout implementation and beyond.

A solution from Scotcomms does have a major point of difference; it offers our client's cardholders a double reward opportunity. In addition to being rewarded for their trade in the Client outlets, we will provide a client-branded "**Web-Mall**" with over 400 of the UK's busiest sites that will reward cardholders for their entire internet spend. The real marketing strength is in the fact that all points earned on the web-mall can only redeemed in the Clients outlets, thereby driving further trade back to source. (See sports web-mall @ www.teamcard.co.uk)

Let us show you that loyalty schemes are no longer the exclusive domain of the large nationals, contact us now to find out what is possible; t. 07768 650923; e. randal@scotpart.co.uk . www.scotpart.co.uk

