



Shopping Centre Loyalty and Retention

This solution is aimed at generating customer footfall and retention for the shopping centre or mall. It's backed by over 16 years of experience in the delivery of successful card-based programmes to major clients in the sports and tourist sectors.

This solution has a major point of difference over others in that it has a double reward opportunity. Customers are rewarded once for their trade at the shopping mall, and again for their entire web retailing at a client-branded affinity site. The redemption of all of the points can only take place at the shopping centre, thereby creating a marketing funnel back to source.

The solution consists of a free card (or key-fob) issued to shoppers at the shopping centre; each card is uniquely numbered and bar-coded. As customers shop within the centre they collect points from every retailer by having their card scanned by our simple "PocketScan" at the point of sale.

Each retailer will award a fixed number of points per customer once in every four hour-period to avoid multiple visits or abuse. Each business can decide upon the number of points per visit depending upon their marketing budget and sector.

The customer can also register the card number on-line and shop at 400 of the busiest web-retailers in the UK where they will earn even more points that can be accumulated and redeemed back at the shopping centre.

We can advise the shopping centre on the redemption of points against vouchers and other mall-based privileges. There is a comprehensive suite of activity reports providing invaluable data on who, what, where and how often. This can dovetail with a marketing communications strategy using email and SMS.

This is also a demonstrable value-add for the retail tenants, who can decide their level of participation, e.g.: They may wish to participate in the redemption side of the scheme thereby stimulating further trade, double points during quiet periods etc.

The scheme has been designed to be simple, convenient and compelling. Its essence is to provide shopping centres with a solution that will engage shoppers, differentiate, provide a value-add to retail tenants, monitor and reward their trade and create a long-term retention strategy.

With advances in technology, loyalty schemes have never been more affordable and easier to implement, contact us now to find out what is possible t. 07768 650923; e. randal@scotpart.co.uk, www.scotpart.co.uk

