

## SmartCity® Customer Incentives Add value to your card program

### SmartCity® Customer Incentives

The SmartCity® Customer Incentive Application is a new generation promotional tool that can be used to successfully boost sales and improve customer retention.

The system can support a number of different reward schemes *on a single card* and offer customers other non-reward applications on the same card, giving the opportunity to target customers individually with rewards and truly added-value programmes.

The reward system can issue points based on purchase value, visit or special promotions. Points are stored on the card so transactions operate offline and are later be sent to the back office for processing. The cards can also be reloaded with value and used as a Gift card.

Points can be redeemed at the POS, as cash or as a voucher or gift, or can be automatically awarded when the cardholder reaches a certain points level. Different levels of points can also be awarded based on cardholder type – e.g. Gold, silver, platinum.

Reports can be generated to allow the merchants or scheme operators to monitor purchasing activity.

Add value to your card program with the new features and functions of SmartCity® Customer Incentives.



### Benefits of SmartCity® Customer Incentives

- Loyalty points instantly redeemable at the POS
- Reduced paperwork and administration
- Add special promotional periods
- Gold, silver and platinum reward levels
- Add other applications to the card to increase value to the cardholder
- Contactless (RFID) cards mean the cardholder just has to tap and go.
- Real benefits instantly redeemable where they spend

### SmartCity® Add-On Applications

- Reloadable Gift Vouchers
- Redeem points at POS
- Up to 256 different loyalty systems on one card!
- Store customer purchasing preferences
- eTicketing for events
- Secure physical or logical access including SmartCity® Password Wallet for quick and secure logon to PCs, networks and the internet
- Car parking
- Petrol card system
- Membership or staff ID
- Electronic purse including vending, printing, photocopying and SmartCity® Meals: remove the cash from your purchases!
- In-store kiosk or internet access
- Web interface for value load or customer information

### Contact us for more information:

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