

M-LOYALTY CHOP'D



chop'd REQUESTING LOYALTY CARD: COMPLETE WEB FORM RECEIVING THE CARD: TO MOBILE (SMS) AND EMAIL

OBJECTIVES:

- ✓ Launch an innovative and unique loyalty system
- ✓ Avoid costs of plastic cards
- ✓ Integrate system with EPOS units and customer purchase data
- ✓ No interference with regular store operating procedures
- ✓ Generate statistics of valuable customers

CODILINK SOLUTION:

- ✓ Design a complete M-Loyalty system
- ✓ Use of 2D Barcode as loyalty card
- ✓ Integration of reading and redemption of points via EPOS
- ✓ System analyses customers purchases, and automatically accrues points and applies discounts direct to the bill

RESULTS:

- ✓ Over 2,000 transaction per restaurant per month
- ✓ Over 30% of purchases use loyalty card
- ✓ Very positive feedback from clients
- ✓ Roll-out of system to full restaurant chain, including new openings
- ✓ Management able to identify highest value customers for extra promos, and retain "churning" customers



REDEMPTION VIA
WEBCAM



REDEMPTION
INTEGRATED WITH
EPOS UNIT