

M-LOYALTY WASHINGTON POST



REQUEST AND REDEEM POINTS: VIA WEB RECEIVE LOYALTY CARD: PLASTIC CARD AND KEY FOB

OBJECTIVES:

- ✓ Leverage the subscriber and advertiser base to offer additional services beyond the normal
- ✓ Enable the points program to be rolled out to multiple merchants quickly without the need for IT integration or installation
- ✓ Make the program more flexible
- ✓ Allow real-time tracking of customer usage

CODILINK SOLUTION:

- ✓ Develop and deploy a unique loyalty system using 2D Barcodes as the loyalty card
- ✓ Use mobile Codilink Readers as the redemption device, allowing quick installation
- ✓ Provide a management system to track the behaviour and status of all customers and participating merchants

RESULTS:

- ✓ 1,000,000 loyalty cards issued
- ✓ Over 60 readers installed across Washington & Maryland as a pilot
- ✓ Roll-out of several hundred planned as more merchants sign up for program
- ✓ Positive feedback from both customers and merchants regarding the ease of the system

REDEMPTION
POINTS

CAMPAIGN
GRAPHICS

PARTICIPATING
MERCHANTS

