

The NFC Enabled Shopping Mall

The concept of an “NFC Mall” aims at stimulating customer expenditure and gathering behavioural data for the owners of the mall in the process and is backed by over 16 years experience in the delivery of successful loyalty programmes to major clients in the sports, retail and tourist sectors.

The solution consists of a number of strategically placed NFC tokens within the mall, for example at points of entry or in central atriums. The tokens may be embedded into posters or advertising boards.

Local shoppers are invited to download a simple application to their NFC phone for the specific mall, town or area or simply enable their phone to collect triggered offers. When the phone detects a relevant token, the details of the promotional offer(s) will be enabled and displayed on their screen. For example:

- Spend more than £20 today and get a £5 token for you next visit.
- Buy-one-get-one-free at our fast food outlet between 2-4pm.

The customer then visits the advertised outlet and presents their phone at the point-of-sale to redeem the offer.

In background to this seamless marketing revolution is the Scotcomms transaction management system will be carrying out the following tasks:

- Updating the offers embedded in the strategically placed tokens.
- Detecting each successful collection by an NFC phone and delivering the appropriate offer.
- Recording the redemption of the offer at the points-of-sale
- Carrying out all of the settlements between the stakeholders including the marketing agency, the retailers and the mall owners.
- Most importantly; collecting customer registrations and behavioural data
- Providing stakeholder reports and segmentation tools for strategic analysis.

Scotcomms can advise on the processes required and the benefits and possibilities available through NFC. The NFC enabled mall can be further enhanced by the creation of an online environment to reinforce customer loyalty with further rewards specific to the mall.

The NFC mall is demonstrable value-add for retailers.

It delivers shopping centres with a solution that will engage shoppers, offer a point of difference to other locations, monitor and reward customer trade and create a long-term retention strategy.

The NFC enabled mall uses the latest technology in a straightforward way that most customers can relate to, in particular the new generation of voucher savvy shoppers.

