

**TeamCard Civic** is a card-based membership solution designed for a community in any given area, town or city. Its prime objective is to stimulate civic pride and embrace as much of the community as possible in everyday activities.

The most common feature of TeamCard Civic card to date has been a retailer loyalty scheme to stimulate indigenous trade often driven by a retailer's association or chamber of commerce.

The scheme can embrace a wider brief and be the entitlement media for access to local services such as leisure facilities, libraries and local events. The specific requirements for each application can be discussed at planning stage.

TeamCard Civic will identify and encourage local participation by providing enough value-added reason for them to participate and reward them for doing so.

Features can include; comprehensive scheme management, a loyalty scheme and a complete suite of data reports to facilitate CRM initiatives. Further enhancements may include access to local services and facilities.

The principle of operation is very simple; locals will be encouraged to join on the basis of the features and benefits outlined. Registration forms can be distributed locally or be in the form of an on-line registration landing zone. Registrants will then be sent a card, branded to their town or area, that incorporates a unique member number and barcode.

Once operational the interaction between locals and their shops and services will be recorded thereby creating an invaluable database (within the DPA) enabling strategic marketing and targeted promotion of forthcoming events.

The following is a short description on each of the aspects of the solution:

## **Membership**

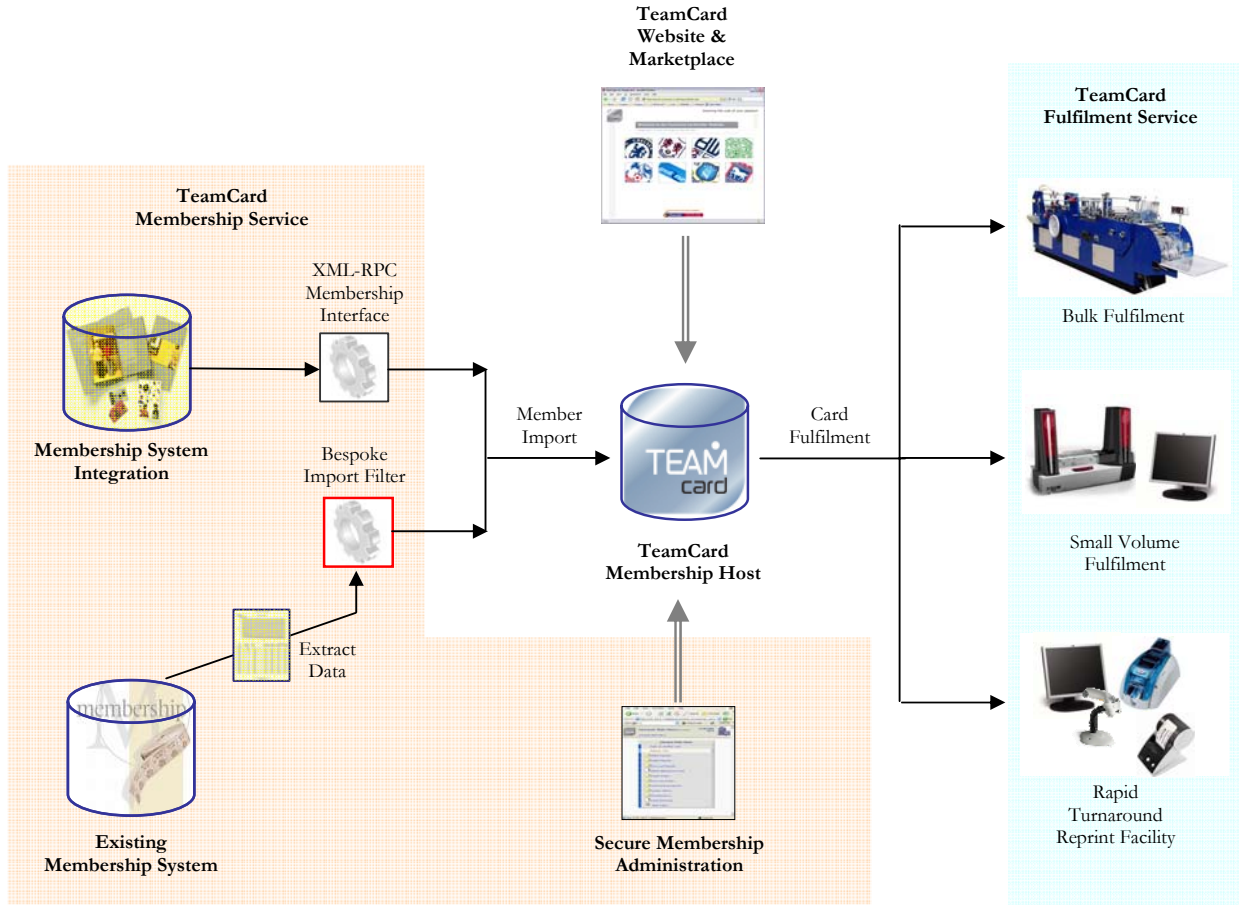
Participating retailers or local authority outlets can recruit members to TeamCard Civic in several ways including; extracts from existing databases, registration leaflets available in shops and via a recruitment landing zone on the local website.

Once the registration data has been captured, cards can be centrally fulfilled to the members with a scheme description and any other local collateral directly to the member's home address.

Members then initialise their card at the TeamCard Civic website which will have their registration details pre-loaded. The site will include; a schedule of forthcoming events, exclusive members-only offers, local services accessible and, of course, which local business are participating in the loyalty scheme.

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## Loyalty

TeamCard Civic has a key advantage over any conventional town card proposal, as the supplier already has an established reward programme of online partners which can be branded with local identity.

Members can use their card when transacting locally in the high-street and online, with a full spectrum of partners covering just about every sector of every day purchases. All purchases will earn points, each worth 1p. Members can see their balance and all transactions online within their personal account details at any time.

The purpose is to create an incentive currency (points) on several levels. Points can then be redeemed for an equivalent cash value for various local goods and services as defined by the scheme owners. This effectively creates a



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marketing funnel to drive transactions back into the community. (see loyalty in action at [www.teamcard.co.uk](http://www.teamcard.co.uk) - login as guest)

The solution incorporates a complete billing and settlement facility for each of the participants and stakeholders. This ensures that all loyalty points and other financial aspects are managed seamlessly with full audit available online.

## Full reporting and management suite



The scheme owners have full visibility of all activity; the other stakeholders, members and retail partners, have secure and instant web-access to view only their related activity. The reporting functionality can be restricted depending on status and privilege rights within the various organisations(DPA compliant). Further enhancements may include integration with CRM systems to strategically communicate and encourage member activity.

## E-cash & E-ticketing

As the card is, in effect, a unique identifying media for each individual member, its use can be extended to an entitlement media for pre-arranged transactions such as access to local resources, ticketing and potentially e-cash.

These features have an operational dependency on systems integration within the locations and point-of-sale (POS) software to ensure that any pre-loaded entitlement can be verified online when the membership card is presented.

For e-ticketing, tickets can be purchased remotely and entitlement will be held within the central database against the member's card number. On attendance, the barcode on the card is scanned, the entitlement confirmed and entry granted. E-cash is operationally enabled by members pre-paying a value into their membership account, held within the central database. When members make any e-purchases, presenting their card identifies their account and the value is removed as payment.

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***TeamCard Civic has been carefully and imaginatively conceived to stimulate civic pride, encourage local participation by all and gather information to help improve the local experience.***

***Clients should take confidence from the fact the supplier has fifteen years experience of membership and card-based transaction systems, examples of which can be demonstrated.***

***TeamCard Civic is a unique blend of civic pride, commerce and technology.***

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