

Over the last three decades loyalty schemes have evolved from the anonymous stamp-collection schemes into sophisticated card based solutions that identify customers and now form a critical part of strategic marketing across the retail spectrum.

The challenge for most clients is the same, implementing a loyalty programme that can convert the passive shopper to a repeat customer or member, retain their business and do so at a cost that is not prohibitive to implementation.

Scotcomms have been delivering loyalty and membership solutions to a diverse range of sectors for decades. Sport is our highest profile sector to date with clients such as The FA, Chelsea FC, The Lawn Tennis Association, Celtic FC and many more. We have also adapted our platform to act as an electronic visitor pass for tourists and is currently operational in 10 locations including London, New York, Paris and Stockholm to name a few.

Scotcomms can deliver a fully serviced loyalty solution which includes: full client branding, point of sale enablement, cards with issue & registration processes, transaction hosting and instant access to a range of performance reports. The entire process will project managed throughout implementation and beyond.



The Scotcomms solution offers a major point of difference and added benefit; it offers our clients' cardholders a double reward opportunity. In addition to being rewarded for their trade in the Client outlets, we provide a client-branded "Web-Mall" with over 450 of the UK's biggest and best online retailers, each of which reward cardholders for their entire internet spend. The real power of this value-add, is that all points earned on the Web-Mall can only be redeemed in the Clients outlets, thereby driving further trade back to source, offer strategic marketing solutions and opportunity for up-sell.

See our sports focused web-mall in action @ www.teamcard.co.uk

Let us show you that loyalty schemes are no longer the exclusive domain of the large nationals
Contact us now to find out what is possible
t. 01334 476504; **e.** sales@scotcomms.co.uk; **w.** www.scotcomms.co.uk