

The “Web-Mall” is an online loyalty scheme that enables members to transact with over 450 of the busiest and best known online retailers in the UK, and earn points that can be redeemed back with the issuing party (home-club or organisation). The ‘Web-Mall’ can be customised to reflect the client branding and can work in complement with any existing loyalty scheme, delivering double-value to members. The Scotcomms Web-Mall facility is compelling enough to be the basis of a loyalty offering in its own right.

Scotcomms has been delivering loyalty and membership solutions to a diverse range of sectors since 1993. 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.

In 2002 it was acknowledged that many sports fans were geographically disadvantaged and could not participate in the conventional loyalty scheme within the catchment area of their club. To address this, an online loyalty scheme was created where members could login and transact with a range of online retailers and be rewarded with points that could be redeemed with their club.

The real power of the Scotcomms Web-Mall as a value-add to any system lies in the fact that all points earned within the facility can only be redeemed in the Clients’ outlets, thereby funnelling all activity back to originating source, resulting in customer retention and opportunity for upsell. (See sports focused web-mall in action @ www.teamcard.co.uk)



The Scotcomms Web-Mall facility has matured and expanded exponentially, producing a four-fold increase in transactions in the twelve months leading to December 2009.

Potential clients can take comfort from the fact that technology platforms have also evolved, making the Scotcomms Web-Mall Online Loyalty facility more affordable than ever.

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
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