

Most conventional loyalty schemes are card-based, but the key-fob offers some advantages as an alternative media. With a key-fob media there is no card fatigue “...yet another card” syndrome. Convenient and easy to carry, fobs are the preferred option for most men.

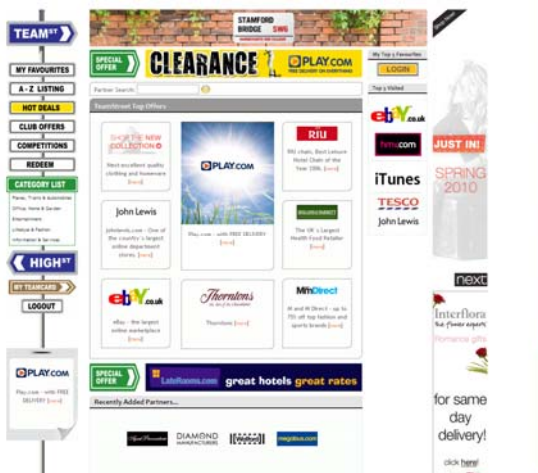
Key-fobs may also be a complimentary media, alongside cards, appealing to a wider audience and providing the best opportunity for an existing loyalty scheme to grow. Key-fobs are supplied with the front side carrying the Client’s artwork and the reverse having a barcode with a unique ID number.



**Key –Fobs:** Machine readable & unique ID

The key-fobs can be issued to customers at point-of-sale with an explanatory leaflet on a very simple hand-out basis. Customers can participate anonymously and simply start collecting value against the unique barcoded ID every time they shop.

Alternatively, customers can use a Client-branded registration website, provide their details, and be eligible to engage with the “Web-Mall”. The Web-Mall is a client-branded site where cardholders can transact with over 450 of the biggest names in online retail, and collect value for purchases in just about every sector possible.



All of the value earned from online spend is added to the members existing loyalty balance. Each member will also have their own homepage within the site to view special offers, discounts, and personal points balance collected from both the high-street and Web-Mall.

With the Web-Mall, Scotcomms delivers a major benefit over other loyalty schemes as all of the points earned can only be redeemed in the Client’s outlets, thereby funnelling all redemption activity back to the source.

Scotcomms can supply Clients with an end-to-end solution including planning, fob supply & design, point-of-sale enablement, a membership & transactional database with a full reporting suite, and of course a customised “Web-Mall” giving any scheme a head start.