

The Scotcomms Shopping Centre Loyalty and Retention solution is aimed at generating increased customer footfall and retention for the shopping centre or mall. We back each system with decades of experience in the delivery of successful card-based programmes to major clients in the sports and tourist sectors.

The loyalty and retention solution has a major benefit over others as it offers a double reward opportunity. Customers are rewarded for their trade at the shopping mall, and have the opportunity to be rewarded additionally for their entire online retailing at a client-branded affinity site. The redemption of all of the points can only take place at the shopping centre, thereby creating an opportunity for strategic marketing, retention of business and up-sell on return.

The solution consists of a free card (or key-fob) issued to shoppers at the shopping centre; each card uniquely numbered and barcoded. As customers shop within the centre they collect points from each retailer patronised, simply by having their card or key-fob scanned by our simple "PocketScan" at the point of sale.

Each retailer would have the ability to award a predetermined number of points to cardholders for purchase or visit, at the retailers' discretion. Points would be limited to award once per cardholder in every four hour period to avoid multiple visits or abuse. Individual businesses can decide upon the number of points per visit depending upon their marketing budget and sector.

Loyalty customers can also register their card number online to get access to the "Web-Mall", allowing them to shop with over 450 of the biggest web-retailers in the UK where they will earn even more points. All points accumulated can only be redeemed back at the shopping centre.

Scotcomms can advise the shopping centre on the redemption of points against vouchers and other mall-based privileges. The system provides a comprehensive suite of activity reports providing invaluable data on who, what, where and how often. Accumulated data can easily be utilised in strategic marketing solutions and promotional endeavours undertaken by the client.

This is also a demonstrable value-add for the retail tenants, who can decide their level of participation. For example; retailers may wish to participate in the promotional and redemption side of the scheme, thereby stimulating further trade or may wish to offer added incentives in the form of double points during quiet periods, etc.



The scheme has been designed to be simple, convenient and compelling. Its essence is to provide shopping centres with a solution that will engage shoppers, differentiate, provide a value-add to retail tenants, monitor and reward their trade and create a long-term retention strategy.

With advances in technology, 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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