

TeamCard is a strategic membership solution supplied in a modular format to suit client needs from the most basic requirements up to a completely integrated access control and loyalty solution. Since first launched in 2000, TeamCard has grown to be the most recognisable membership brand in UK football with clients that include Chelsea, Celtic, the English FA, Bolton Wanderers, Ipswich Town, Al Jazira FC, Lawn Tennis Association and many other sporting organisations.



The solution consists of club-branded membership media that utilises a range of media options; from contactless smart cards, to bar-coded cards and key fobs. Each media option includes a unique member number that can be machine-read, thus enabling every possible interaction between the membership and their Club to be recorded centrally.

TeamCard Data Capture
Card Holder Information

New Video Preview

Title Forename(s)
Mr Victor

Surname
Leitch

Salutation (optional)
Vic Leitch

Company Name
Scotcomms Technology Group Ltd

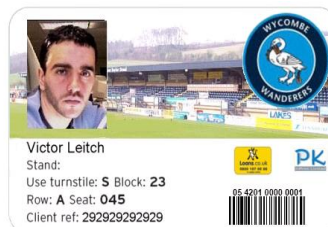
Address
The Technology Centre
North Hough
St Andrews
Fife

Postcode
KY16 9SR

Company Logo
General

Get Photo

Print Card



In its basic form, it costs no more than current membership schemes whereby registration data is extracted to enable a card to be personalised and issued to fans. TeamCard does have a key advantage over other schemes; as from day one members can engage with an established on-line reward scheme at teamcard.co.uk to earn points for their everyday spend. Loyalty is further addressed internally and externally.

Points can be earned externally with locally recruited high-street partners. Internally at the Clubs own in-house retail stores, discounts are replaced with a prerequisite number of points-per-spend, this protects margins, but maintains the member's reward privileges.

All points, regardless of where they were earned can only be redeemed at the club, thereby creating a marketing funnel to drive transactions and sales volumes.

Each stakeholder (the club, members and retail partners) has secure and instant web-access to view their related activity. There is a comprehensive range of reports available to Club managers which can be further enhanced when integrated with CRM systems to strategically react and encourage members' activity.

Benefits for the membership include; acknowledgement of their support and tangible reward for club related activity. For the transacting partners, they achieve a positive association with the Club brand and its members; trade is then driven with full audit on activity. For the club it's a membership solution that can be strategically built upon over time to achieve key objectives in terms of growth, brand awareness and revenue.



When deployed in its fullest form, TeamCard is enterprise-wide with features such as **loyalty, ticketing, access control and CRM**. The product has been modularly designed, so that it can be tailored to suit client requirements and features can be extended in line with client's development strategy.



After almost a decade of using predominantly smart card, the Company took a strategic decision to introduce barcodes ID's across all card types regardless of whether they were smart chipped, contact or contactless cards.

This strategy simplified card reading for retailers and also enabled the introduction of key fobs to extend loyalty participation.

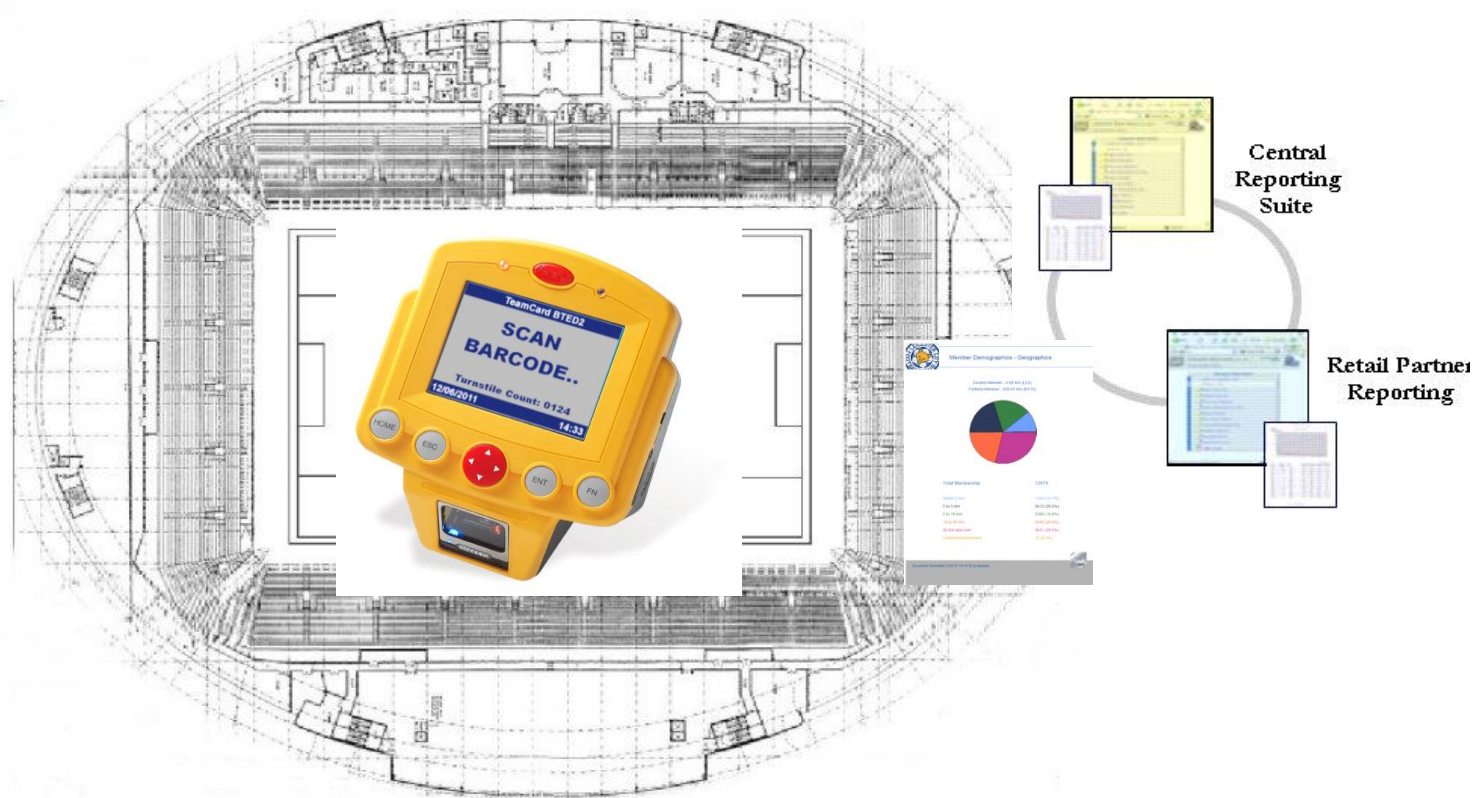
Further TeamCard development has enabled peripheral membership activity to be easily recorded using a range of new portable readers. This includes the comprehensive PDA **HandScan** terminal and the simple convenient **PocketScan** device. Transaction data that can be accurately captured includes; corporate attendances, travel to away matches, identifying who's buying the programmes and many other previously unrecorded activities.



To complete the transition of the TeamCard portfolio towards the reduced-cost barcode platform a brand-new barcode access solution, WallScan was introduced in 2010. The system intelligence is now imbedded in the back-office software and not on a smart card. This preserves the functionality and security offered by smart-card based systems, but fundamentally is at least 40% of their cost.

WallScan is installed at all the entrances and turnstiles. They can read both barcoded cards and paper tickets giving 100% coverage for machine-readable entry to the stadium. Each WallScan is a robust head-unit that can communicate over the Ethernet or wirelessly.

The WallScan's are networked to the TeamCard server which interfaces with the ticketing system. The system also produces management reports and a real-time display of all access related activity on an easy-to-see stadium map as illustrated below:



TeamCard has always had a comprehensive management and reporting suite within the standard product. In 2011 this was further enhanced with the development of **Pro-Contact**. This new aspect not only preserves the comprehensive reporting, but also enhances it with “CRM-type” capability for a marginal cost.

The **Pro-Contact** module enables multiple criteria to be applied to the membership data in a report builder that delivers the segmented group in a useable format. The segmented data can then be used as part of a marketing campaign communicating via the Pro-Contact Email or SMS modules with a marketing message and a “call-to-action”. Alternatively, some clients may wish to export the segmented data to communicate via their existing CRM solution.

In conclusion, TeamCard represents a strategic membership and stadium solution that has continued to be developed carefully and imaginatively by acknowledged sector experts over the last twelve years.

These facts, combined with a satisfied customer base, should encourage confidence from potential clients when considering this strategic investment for the future.