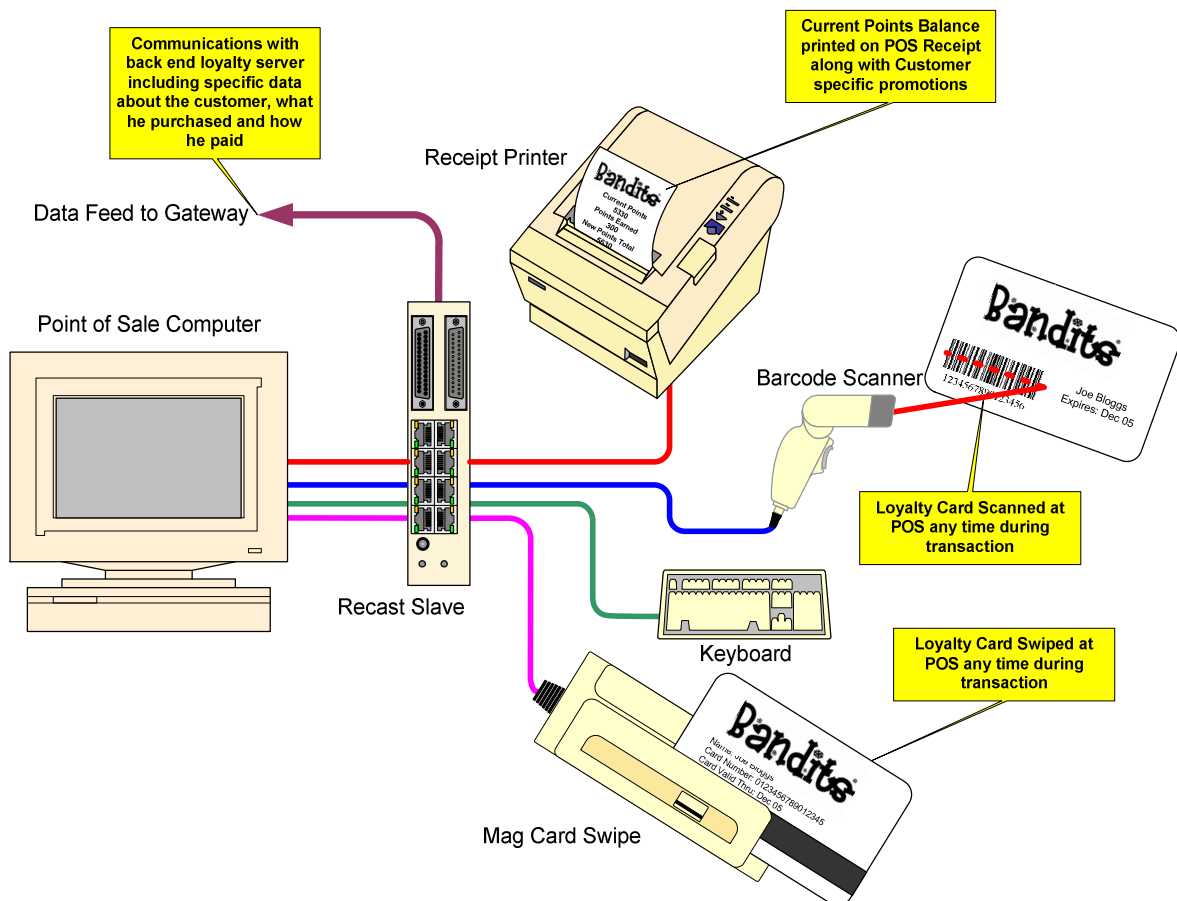


Using the Recast System to deliver Loyalty Programs

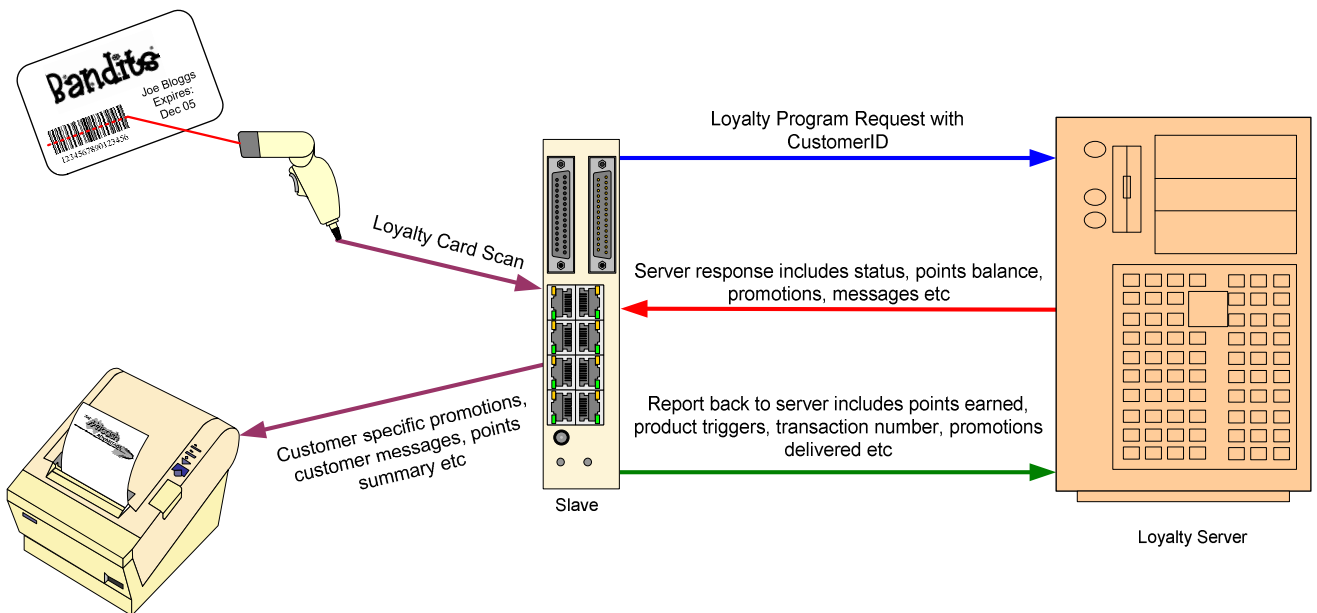


Traditional Loyalty systems are generally centered around the offer of loyalty points based on the spend value of an individual customers transaction. Spend based loyalty, quite often, means a retailer giving away a significant portion of margin on low margin products. The Recast System can offer a mechanism for delivering Product based loyalty programs that allow the retailer to offer rewards specific to an individual product, allowing him to maximize his profit, while still offering significant customer benefits.

In addition to offering product based rewards, the Recast system offers the ability to deliver customer specific promotions, real time points balances along with the ability to capture the customer ID and exactly what he bought (for basket analysis), at what time and how he paid for it.



The ability of the customer to earn rewards from multiple parties based on product purchases can be delivered via the recast system. An individual transaction can now capture the required data for multiple loyalty programs enabling the customer to earn multiple rewards on a single transaction. For example a customer can purchase a product, that product could earn points from a national points program that offers spend based loyalty. That program could also be running a triple points offer on that product which would earn extra points. The chain of stores could be running their own loyalty program enabling the customer to earn store points and the manufacturer of the product could also have a loyalty program rewarding the customer for brand loyalty.



Loyalty with the Recast System starts with identifying the customer at the Point of Sale, this involves either swiping a card through a magnetic swipe reader or scanning a barcode on the customers loyalty card. The Recast System Slave unit will intercept the data coming from the card scan or swipe and determine if the card prefix represents one of the loyalty programs configured for that store. If the program is identified at that store then the customer ID is forwarded to the appropriate backend loyalty server. This server then provides information back to the Recast system that could include current points balance, specific promotions to deliver, a specific message to that customer, promotional messages about the program, or any data pertinent to that particular customer. This data is processed at the Slave and can be printed on the customers receipt

In addition to this the Recast System can be used to deliver rewards by printing a reward voucher. That reward voucher can have a unique barcode attached so that it can be redeemed only once.

The last step in the process is for transaction data for that specific transaction to be bundled up and sent back to the loyalty server. The data that is forwarded back is again able to be filtered so that the whole transaction can be sent back or only the parts of the transaction specific to the loyalty program.


As multiple loyalty programs can be run on a single transaction this process is repeated for each loyalty card scanned or swiped.

The Recast System is "Loyalty Server Independent". Choose your own Loyalty Provider and we simply create the communication channel between their Loyalty Server and our Gateway Server.

Recast can utilise existing peripherals with no requirement for Point of Sale modification or introduction of additional payment terminals and possible double entry requirements

Recasts ability to gather purchase information can form the backbone to drive Total Loyalty can form the cornerstone for full loyalty programs with the information gathered to drive touch points such as Direct mail, SMS, email as well as other point of sale promotions such as coupons etc.


Recast can form the cornerstone of full loyalty programs with the purchase information gathered driving other "customer touch points" such as Direct Mail, SMS, Email as well as other Point of Sale promotions such as coupons etc.



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