



Membership Cards for Use in POS outlets at the client's outlets

Objective: To manage customer loyalty using proximity cards

Solution: A complete setup where customers would be using proximity cards at the client's POS units

Summary: HashCash has also introduced a loyalty program with a proximity card which needs to be tapped on scanners attached to POS units. This program is mutually beneficial since the points can be redeemed at the store itself. The most interesting aspect lies in the data captured after each customer interaction. We use the data for customer behavior research and assist our clients in fine tuning their business policies. This back calculation is a very important aspect of consumer research and marketing science. We understand how your customers are responding to your products and services. The client in concern required a dedicated loyalty program with a physical card along with mobile registrations in case the customer forgets to carry the card.

Response: All regular customers received a loyalty card via post

Mode of promotion: Loyalty card sent through post

Activity: Around 70 percent customers carried the proximity card to the store and received points against every purchase. The redeemable points brought more than 80% of the card holders to come back to the store to accumulate more points and redeem them at the store itself.

Overall Success: The client which complained of losing its customers to different outlets managed to retain a large segment of its regular customers. The customer win back ratio also increased after the introduction of the proximity card program.
