

Retail Solutions

Abhijit Sengupta

Director Marketing

The Intelligent TRW Loyalty System Solution is a set of comprehensive specialized services including customized software development, implementation and ongoing operations support of a customer relationship management (CRM) solution for the specialist retailer for any industry (e.g. specialist stores, supermarkets, fast foods, chain stores, movie cinemas etc). The Loyalty Solution offers a unique, "write many times" on the surface of the loyalty card which provides the retailer a series of features & functions not found in traditional plastic card loyalty programs.

In the course of operating this system, it allows the retailer to monitor and evaluate end-user customer purchase behaviors, and to quickly obtain a picture of targeted customer segments, their consumption patterns and most importantly, communicate directly with the card holder whenever the TRW card is used during purchases and/or redemptions. In essence, it is an interactive card based marketing system that provides instant communication with the end-user customers.

The LSS consists of three main components:

1. The Thermal Re-Writable (TRW) card
2. The TRW Card Printer (CCP)
3. The internet CRM Database Engine

Immediate advantage – it only takes several seconds for the POS operator to enter the required personal information (such as name & contact number) of the loyalty member and a new TRW card can be printed from the CCP with the personalized details of the loyalty member and immediately issued for use.

The loyalty member can later log onto the internet and access the CRM Database Engine to enter any other relevant information (such as address, age-group, preferences etc.) to complete his/her membership registration without the need for the retailer to incur significant costs & time in processing every new loyalty membership details.

Each time the loyalty member uses the card, their purchase behavior (such as amount purchased) is printed on the card and recorded in the card itself. The software program(s) running on host the computer (such as a POS, or self-service kiosk) which the TRW card printer is connected to also records each TRW card transaction details.

At the same time, whenever a TRW loyalty membership card is inserted and read by the TRW card printer (CCP), the host computer will recognize the individual member and the appropriate (pre-determined) advertising or promotional message targeted at the exact individual can be printed on the TRW loyalty card itself. This provides 100% accuracy in target marketing since specific promotional messages can be printed to address specific loyalty members depending on who they are.

The loyalty member's purchase amount, no. of points earned, the total no. of points accumulated, can be printed on the card surface itself immediately at the point-of-sale, providing the important latest points earned during purchase and the total points available for the loyalty member at all times.

The advantage is that the loyalty member does not have to wait for any form of statement sent to him/her at a later date to know how many points he/she has exactly. The benefit to the retailer or issuer of the loyalty cards is that significant savings in time & costs are achieved since no printed statements need to be sent to the loyalty members. Transaction data accumulated at the host POS computer can be transmitted to the Retailer's head-office CRM Database Engine on a daily (nightly) basis for information processing, data consolidation and ongoing activity reporting purposes.

If the loyalty membership card is implemented using smart chip contact or contactless cards, additional security is added since smart cards cannot be easily read by unauthorized means. In addition of the usual data that can be recorded in the smart card, the member's purchase history can also be recorded into the smart chip itself.