

CASE STUDY ON



SMARTCARD SYSTEM
iBonus



Synopsis:

ComOnCard is the first premium reward scheme provider for those individuals who have passions for Oriental Culture in the United Kingdom. iBonus System, as an off the shelf solution, has kick started their smart card loyalty campaign in a short period.

Detail:

ComOnCard is a company who is supplies smart card solutions. They are one stop service who mainly serve retail and catering companies by providing complete range of loyalty programs.

ComOnCard has been given a mission to set up a loyalty system for a group who owns supermarket, restaurants, insurance company and travel agency in UK before the Chinese New Year which is not many days after. iBonus System helped to meet such tight time schedule.

iBonus System has been successful on a trial run with 1000 members and 5 Terminals linked through the Internet while managed to meet the schedule. Now they have recruited more than 10000 members and deployed more than 20 Terminals and 8 iBonus displays.

The loyalty system targets their services to Asian who stay in UK. Now Customers of their affiliated shops can apply for new card through the web. Members can gain bonus points for every pound they spent at their retail, catering or even insurance services. They can enjoy web balance checking and find out what they can redeem on their website or on iBonus Display. They provide redemption items which suits the need of their target customers. For example, Overseas Chinese student might like to reduce the cost of the air ticket by using their bonus points when they purchase at their own travel agency.

Customers can get to know other affiliated shop if they know their bonus points can redeem some services there. Therefore the loyalty system has not only offered a great help on their business by retaining a group of customers, it also acts as promotion to their affiliated business.