



# The My Card Loyalty Solution

# The My Card Solution

- Overview
- Delivering a joined-up solution
- Benefiting
  - towns
  - customers
  - businesses
- Providing a mechanism to capture spend
- Tracking trends
- Future possibilities



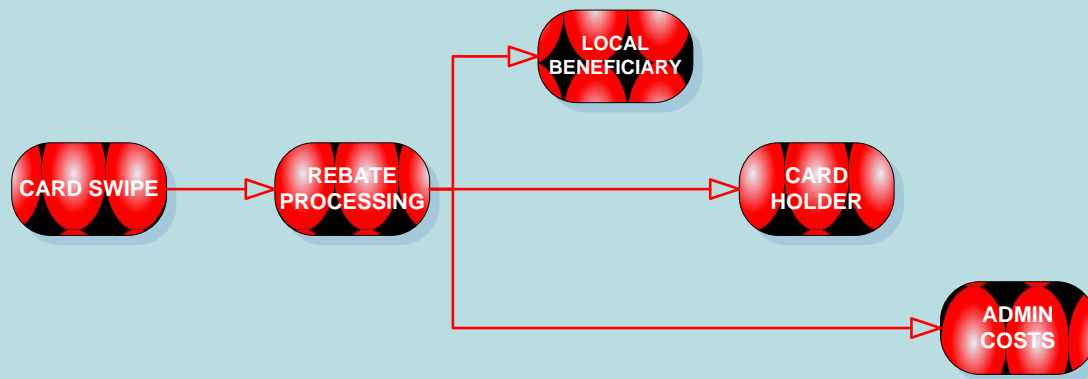
*I liked it so  
much I bought  
the company*

  
**My Card**



# My Card Overview

*“A unique loyalty programme which rewards residents for spending time & money in their local towns”*



- Residents receive cash credits on their ‘Pay-As-You-Go card’.
- Participating independent merchants grow their trade and income so keeping local money local
- My Card generates income for local regeneration

# Overview:

## There are two elements to My Card



*A focus for  
business/community  
collaboration & joint  
marketing....*

*....through the innovative  
use of technology.*



  
My Card

# Delivering a joined-up solution

*“The payment card is an important mechanism at the centre of a wider programme.”*



- *My Card builds on and extends:*
  - *existing understanding of town economy*
  - *business support & networking*
  - *town-wide improvement & marketing*
- *My Card can provide tailored support programmes to:*
  - *provide technical assistance and quality assurance*
  - *recruit retailers*
  - *assist with launch & promotion*
  - *help businesses maximise benefits through collaborative deals, events and networking*

# Benefits to the town



- Growing resident & visitor spend with independent businesses.
- Linking shopping with cultural, social and entertainment activities.
- Data collection and market intelligence provided to local host organisation
- Adds to benchmarking data for comparisons between towns
- Helps monitor activities & events to increase footfall & spend
- Encourages business networking & cross-marketing with a purpose



# Benefits to businesses



- Increasing customers & average transaction values
- Swipe on same terminal as used by Visa/MasterCard
- & minimal training required
- Monthly business intelligence
- Possibility of one to one marketing by push notification, text and email



# Benefits to customers

- Providing discounted products & services through cash-back
- Greater convenience & awareness of local businesses
- Additional collaborative deals
- Sense of exclusive 'club' from membership benefits such as promotions & events
- Pride & understanding from contributing to local regeneration



# Pay-As-You-Go Cards

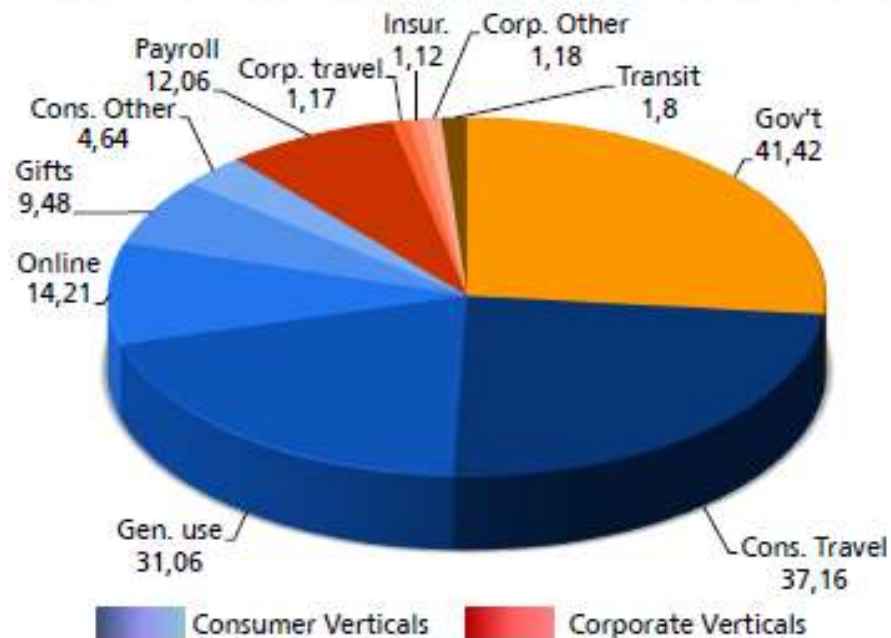
*-following a growing trend*



## Future of Prepaid: Realizing its Full Potential



### Prepaid Open-Loop Turnover in 2017: \$156B



Source: BCB Prepaid Market Sizing Report, May 2018. Research commissioned by MasterCard

# Cash-back for Customers

Each retailer in the scheme can choose to set his/her own discount level.

5%

10%

8%

15%



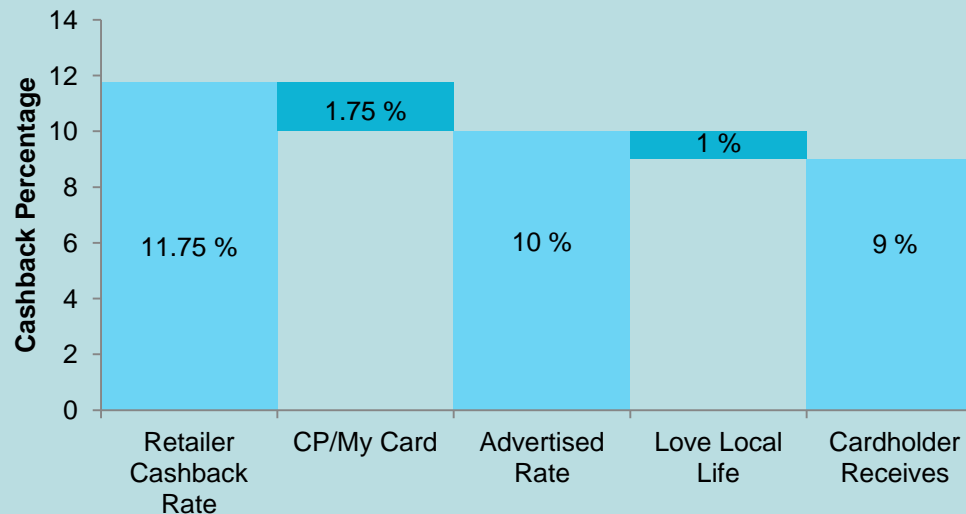
LOVE  
LOCAL LIFE

# A Self-Financing System



## Programme options

- Feasibility varies with size of town; retail mix; strength of town partnership/business network
- Technical or more tailored support for recruitment; networking and communications
- Possibility to share costs between towns



# Tracking business trends

Each business can see how the scheme is working for them with online reporting which can show:

- How many My Card transactions have taken place
- Level of rebates & how sales have increased
- Changing average transaction
- Customer activity such as partial postcode of cardholder.

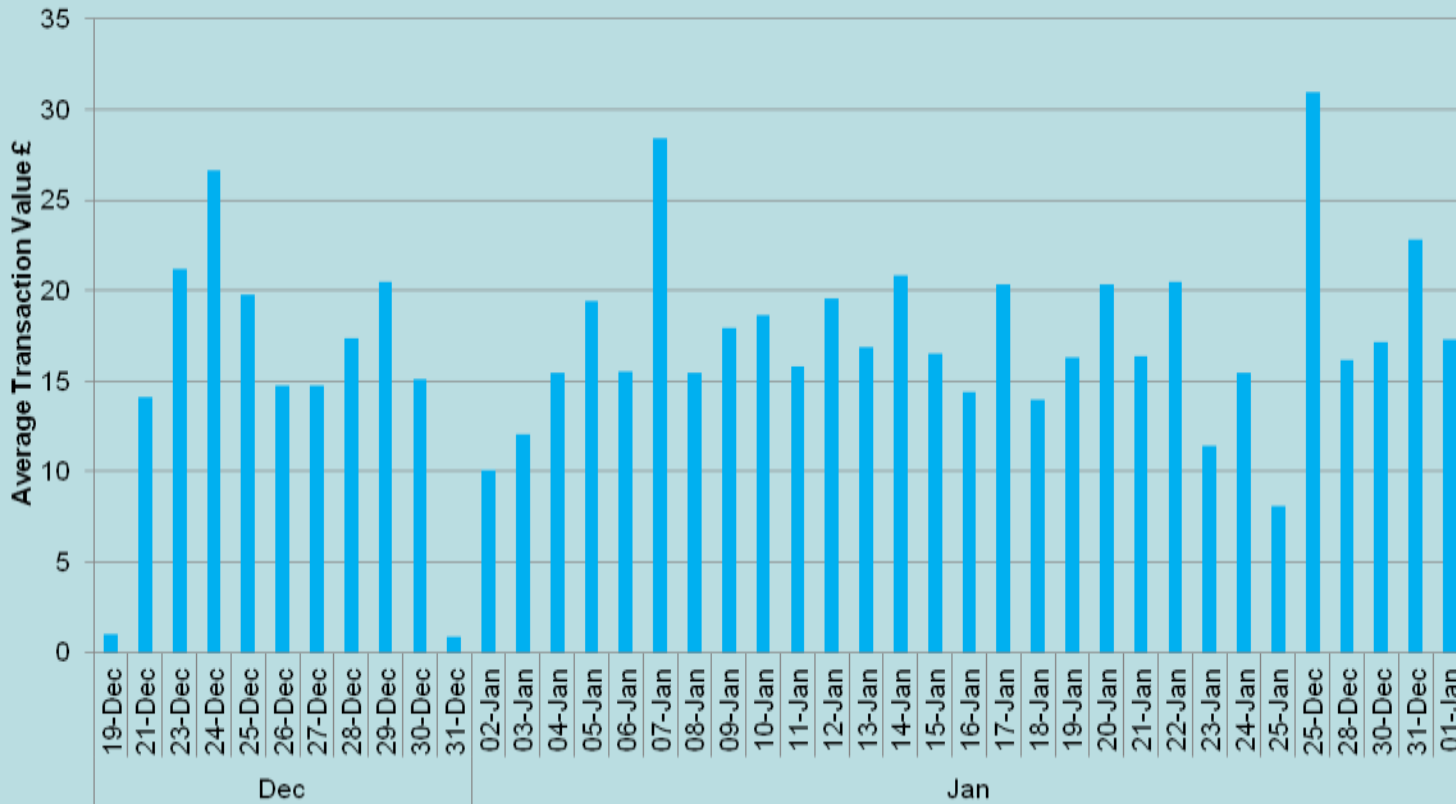
This feature enables businesses to continually change their offers to suit their needs



# Monitoring and Increasing Average Transaction Values



## Daily ATV



# Tracking town trends

Town partnerships & local councils can access data that:

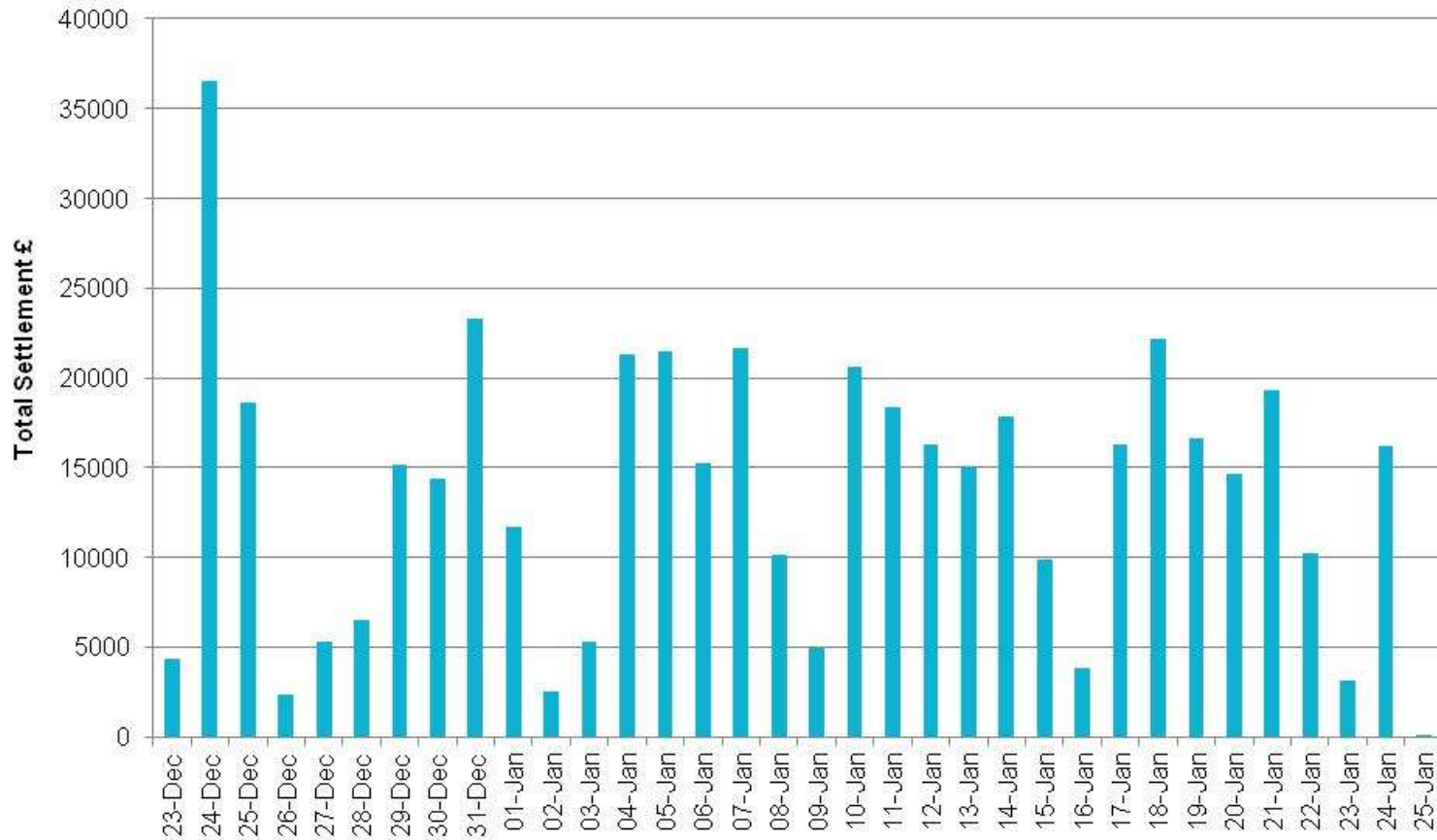
- Gives evidence of trends in town centre spend at different times and between years
- Adds to benchmarking data for comparisons between towns
- Helps repeat and devise successful activities and events to increase future footfall & spend



# Monitoring and Increasing Town-wide Spend



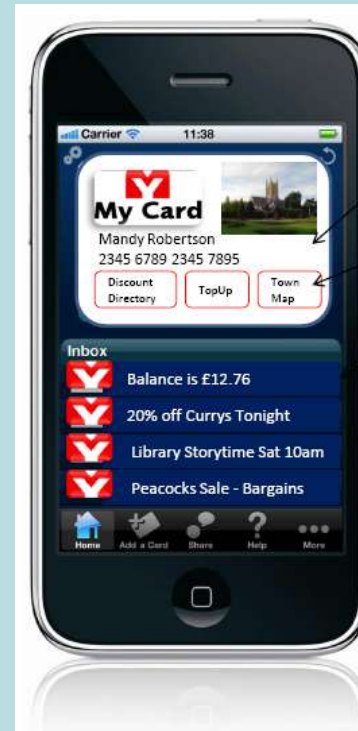
## Daily Scheme Spend



# Future possibilities -including free parking!

My Card has future proofed its current platform to be able to react quickly to innovation:

- Following the PAYG trend
- Contactless payment
- Smart phone applications
- A non payment card/phone application that will appeal to start-up schemes
- Integration with other pre-payment, loyalty and membership offers, such as transport, leisure...and maybe even car parking!



Facsimile My Card with same membership number as plastic card entered by member and validated through data match

3 soft function buttons as short-cuts to 3 most frequently used services. These are links to HTML pages or telephone numbers.

Private inbox for targeted messaging.

Messages can contain links to maps, phone numbers, any URL.

Messages can be originated by My Card Manager, merchants, Council etc