

Mobile Vouchers

– for maximum marketing impact



Innovative

At Commidea, we are committed to helping businesses maximise the new opportunities presented by the multi-channel sales and marketing revolution. Arguably the most powerful channel is the mobile device, which is rapidly becoming the marketing medium of choice for brands and retailers looking to reach Generation Y.

The harnessing of the mobile revolution by the retail industry has created a powerful new marketing tool. Mobile vouchers provide a range of opportunities through which to build your relationship with your customer base, capture their behavior, increase sales, gain market share and improve brand visibility.

At the forefront of new technology, mobile vouchers provide the final component in the mobile marketing chain by enabling the link between incentive processing and the mobile device. Any business with a Commidea Ocius payment solution can now offer mobile vouchers as a measurable marketing and sales incentive.

With mobile vouchers, mobile phone owners receive discount and promotional vouchers in the form of a unique reference code via SMS. This code can be entered into Commidea's Ocius payment solution,

or the merchant's EPOS if using an integrated solution, to redeem the mobile voucher.

Immediate

For leading entertainment company Blockbuster UK, mobile vouchers have proved highly effective. Blockbuster is continually looking for ways to offer its customers more value, choice and convenience. Commidea has provided Blockbuster with its card payment processing solutions since 2000, so it was a simple step for Blockbuster to take advantage of the immediacy and flexibility offered by mobile vouchers.

Blockbuster deployed the patented mobile voucher redemption system, developed by Commidea partner Eagle Eye Solutions, to all 630 stores across the UK. Blockbuster customers can now opt to receive text messages containing details of Blockbuster's promotional offers and the unique code required to access them.

Blockbuster adopted the mobile voucher redemption solution to help drive customer numbers in store and to collect valuable data and insight into customers' buying behaviours. The entertainment chain required a system that could facilitate the redemption of its own, as well as

promotional partners' offers, in a quick, cost effective and secure way.

"It makes better business sense to use mobile phones as the medium to issue promotional vouchers, rather than the paper alternative. Since launching the customer loyalty scheme we have seen over 250,000 vouchers redeemed, providing us with a vast amount of data that is used effectively to target our customers with offers that will be specifically interesting and useful to the individual," said Bryn Owen, Head of Marketing for Blockbuster UK.

Mobile marketing promotions are only constrained by the imagination. They can range from a straightforward discount to a 'buy one get one free' offer, or 'send to a friend' schemes such as www.buymeadrink.co.uk



Creative

Redemptions are fully trackable in real time via online reporting so targeted campaigns can be sent to selected customers, instantly increasing sales and retail footfall. Each voucher has a unique identification code, enabling the compilation of accurate customer data as you can view who has redeemed vouchers, and where, in real-time. Mobile vouchers are fast to deploy and more cost effective than traditional paper-based voucher schemes.

Any merchant can be quickly set up and running with mobile voucher capability. Commidea's mobile voucher solution integrates seamlessly with our market-leading range of Ocius payment solutions and powerful payment processing infrastructure.

Support

To make your mark with mobile vouchers, all you need is an Ocius payment solution from Commidea, and an account with Eagle Eye Solutions.

Mobile voucher transactions are processed through Commidea's ICP data processing centre, a fully PCI DSS Level 1 certified and secure 24/7 service, processing over one million payment transactions each day.

All businesses using Commidea's payment processing systems have access to the services of our Helpdesk seven days a week, as well as WebCom, our market-leading internet-based management information solution. WebCom provides real-time terminal management and instant reporting of every transaction that Commidea has processed for your business, irrespective of the sales channel.

Secure access to WebCom is available from any internet-connected PC, enabling you to carry out account maintenance, update records, search transactions and download the latest software. Data can be exported in standard formats ready to import into your own back office applications, or can be customised to suit your specific requirements.

Want to know more?

Please email us at:
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Or call us on:
08444 828 200



Mobile Vouchers – from the experts

Commidea is the market leader in secure, innovative payment solutions. Every solution that we develop is designed to benefit our customers – to make life easier and improve business performance.

We are known for our rigorous research and development. We invest to ensure that we remain ahead of market developments. No product is released until it is fully certified by the leading UK acquiring banks.

The first pre-certified Chip & PIN solution, the first integrated contactless payment solution and first PA-DSS approved point-to-point encryption payment solution to be launched in the UK all came from Commidea. Our focus is firmly on bringing technical innovation to market – to benefit you.

Eagle Eye Solutions is the UK's market leader in provision of real-time electronic vouchering systems. Eagle Eye Solutions developed the patented mobile voucher redemption system supporting UK retail in driving footfall, revenue, cost savings and data collection.

