

# USAGE SCENARIOS: Cash Cards

mycardmanager.co.uk is a flexible platform that can meet the needs of most small or independent business. The flexibility is hidden behind a simple user interface and this document highlights some examples of how the system can be implemented to meet your needs.

## **Book Shop Gift Cards**

A book shop had been offering Gift Vouchers to its customers for some time. However it did not have any accurate picture of who was getting these, how long it was taking for them to be used or if they prompted the recipient to come back on a regular basis.

### *Solution*

The shop made the decision to replace all its Gift Vouchers with Gift Cards. The decision was made to maximise the flexibility for the customer and allow the purchase and redemption of value in any amount.

### *Comment*

This implementation provided the store with a range of information that was never previously available to it. Now the store could see who received vouchers, what for and what books they purchased. They could also identify average times from issuance to redemption and plan their stock accordingly.

They were able to use their information to maximise their relationship with customers and send them personalised offers, encouraging them to come back after the initial visit.

## **Takeaway trying to remove cash handling on deliveries**

This shop wanted to reduce the amount of cash their delivery people had to handle. They investigated a system of taking credit cards at the time of booking but this was unpopular and very time-consuming and led to lost orders when the lines were tied up.

### *Solution*

The restaurant encouraged regular callers to avail of the Cash Card and to top it up with value. Cards could be topped up in the restaurant or with the delivery people.

The system was run alongside an existing Reward Card and this sped up the order-taking process since the system already knew the customers name, address and the directions to their house.

When the caller rang the restaurant took the order, confirmed the identity and informed the caller of their remaining balance.

The delivery person did not have to deal with change as the cost of the order was deducted from the customers card at the time of order. If the customer wanted to top-up their account they did so by handing the cash to the delivery person.

The two systems were integrated further by awarding extra Reward Points to Cash Card holders.

### *Comment*

This system was easily integrated with the restaurants existing Reward Program since both used the same myrewardcard.ie platform.

The customer gained by not having to worry about cash when ordering and they got extra Reward Points by holding both cards.

The restaurant gained happier customers and could take more orders by reducing the time each order held up the phone line. Deliveries were also more efficient as they did not have to deal with issues around change.

## Toy Shop Christmas Club

A toy shop ran a successful Christmas Club every year. However they found that it was time consuming and the data they collected was spread around, making it hard to use effectively. They also found that their cash flow was hurt since a significant percentage of customers did not spend the full amount saved and they had to return the remainder at a key period of the year. Finally a number of customers every year lost their savings book and this left the business to decide whether to refund the customer or not.

### Solution

The store purchased their own branded cards simply labelled "Saving Card". These were issued to customers who wanted to save. Customers could save regularly and any amount remaining on the card could be rolled over to the next year. The same card was issued as a Gift Card.

### Comment

The Saving Card successfully replaced the existing Christmas Club solving the previously identified issues. It also had the advantage of allowing the saving habit to be implemented all year round. By using it as a Gift Card they now also had a way to encourage recipients to return after their first visit. All the data on new and existing customers allowed targeted promotions.

## Taxi Company Looking to Increase Regular Bookings

The taxi company wanted a way to encourage regular bookings, particularly from corporate clients. It felt that a points based Reward program was too complex to manage and explain. Instead it decided to use the Virtual Wallet.

### Solution

People making advance bookings were encouraged to sign up for a Wallet. Whenever the person rang to make a booking the depot could usually identify the person from the caller ID. Where this was not possible they asked the person for their card number.

The depot could then identify the person and simply asked them to confirm the address where they wished to be collected, saving the time of getting directions. At the time of booking the depot informed the client of their account balance and at the end of the journey the fare was deducted from the clients card.

If there was not enough credit the passenger could top-up as well. Each top up of £20 received an extra £1 credit, providing a bonus to the client and encouraging them to use the system.

The company started with a paper based system limited to regular bookings. When the driver was given the booking they were also told the card number and the credit on it. They then recorded the value of the trip and this was deducted back at base.

The system could later be extended to trips made without pre-booking and, using internet enabled phones, the paper was eliminated.

### Comment

This system achieved a number of benefits for the taxi company;

- It allowed them to reduce the cash held in each car
- It eliminated change since passengers tended to leave the extra on their account.
- It helped cash flow as the passengers paid in advance, offsetting the top-up bonus.
- It encouraged repeat business.
- It made bookings more efficient as most of the information was already present in the system at the time of booking.



The screenshot shows the mycardmanager.co.uk interface. At the top, there's a card summary for a 'reward card' with details like 'activated: 13/12/2009', 'current balance: 17,468 points', and 'expiring this month: 6,200 points'. Below this is a table of transactions for March 2011. The table has columns for date, time, transaction, transaction note, awarded, deducted, and balance.

| date             | time  | transaction | transaction note | awarded | deducted | balance       |
|------------------|-------|-------------|------------------|---------|----------|---------------|
| March 21st, 2011 | 17:36 | share       |                  | 5       |          | 17,468 points |
| March 21st, 2011 | 17:39 | share       | free night       |         | 100      | 17,468 points |
| March 21st, 2011 | 17:34 | share       |                  | 25      |          | 17,563 points |
| March 21st, 2011 | 17:23 | share       |                  | 10      |          | 17,538 points |
| March 9th, 2011  | 13:44 | login       |                  | 45      |          | 17,528 points |
| March 9th, 2011  | 13:40 | login       |                  | 34      |          | 17,468 points |
| March 9th, 2011  | 13:32 | login       | test             |         | 23       | 17,448 points |