

Retail Loyalty Marketing Programmes



RETAIL LOYALTY MARKETING SPECIALISTS

Our global experience in loyalty marketing and specialist knowledge of the retail sector puts Visible Results in the best position to help you achieve your customer engagement objectives and differentiate your brand from competitor offerings.

Visible Results occupies a unique position in the industry. We specialise in the custom design, delivery and management of customer loyalty programmes for retail, and we are the only company to offer these programmes globally on the integrated proprietary Graphicard™ platform. Retail Loyalty Marketing is not a side business or product line extension; it's all we do.

Insights gained through the capture of customer and product data are used to build a deep understanding of your most important customers' interactions with your brand. These insights fuel highly targeted and relevant marketing activities designed to influence customer behaviour.

ONE OBJECTIVE; TWO SOLUTIONS

Visible Results has developed two distinct loyalty programme offerings: the unique, sophisticated and highly differentiated Graphicard™, and the entry-level Loyalty Express™ (LEx™) that features one of the most powerful analytics solutions in the industry.

The collective features and functionality of these platforms accommodates those with modest budgets to those retailers who operate the largest of site networks and aspire to a sophisticated, tailored, and highly differentiated end-to-end integrated solution. Both programmes provide membership enrolment and management, member services, data and campaign management. While Graphicard™ operates on a proprietary hardware and software platform, LEx™ integrates with a retailer's existing point-of-sale infrastructure.

Clients use Visible Results' proprietary and marketing solutions to influence consumer behaviour. They accomplish this by:

- **engendering purchase preference** - increasing brand affiliation via hard and soft benefits provided in return for directed spend;
- **increasing the wallet-share of existing customers** - decreasing spend lost to similar/ competing retailers;
- **increasing basket lift** - giving customers reasons to spend more on targeted products and categories;
- **improving gross margin** - giving customers reasons to buy higher margin products; and
- **increasing customer purchase frequency** - driving customers back in store more often

With offices in the USA, UK, Singapore, Australia, and New Zealand, and a network of authorised distributors in further reseller markets, Visible Results has developed a global team of experienced and talented loyalty marketing practitioners who specialise in implementing and operating world-class customer recognition programmes.

GRAPHICARD™



The Graphicard™ is our unique, patented 'smart' card – purpose designed for customer engagement programmes.

What makes Graphicard™ unique is that the card face is re-writeable – that is, it can be updated with a new message, 'real time' loyalty points balance, a promotional message/customer reminder, and/or a 'match+win' game each time the card is used.

The super-slim Graphicard™ loyalty card is swiped through a freestanding, compact counter-top unit at the point-of-sale as the sales transaction is completed. Unlike other loyalty cards, Graphicard™ has a cutting-edge thermochromic coating on its surface which enables information, points or graphics of your choice to be imaged onto the face of the card – renewed and changed with each transaction.

Printing of up-to-date loyalty balance keeps customers engaged with the programme. And variable messaging may promote new products, motivate cross-shopping opportunities, or issue targeted offers. The face of the card may also be used as media space for advertising.

Adding to the uniqueness of the Graphicard™ platform is the "read/write" capability of the Graphicard™ terminal which allows the magnetic stripe on the back of the card to be updated every time it is presented. The card acts, in effect, as a self-contained database.

The Graphicard™ can be used at any terminal within a retail network without extensive network communication expense. The terminals can be configured to operate in freestanding mode using the integrated keypad to enter transaction information, or be fully interfaced with the retailer's point-of-sale.

Visible Results' Graphicard™ terminal incorporates a thermal printer that instantly prints customised coupons and other contextual incentives. The use of "print-on-the-spot" coupons, gift vouchers and incentives is one of a series of influencing opportunities that Visible Results design into each and every programme.

LOYALTY EXPRESS (LEX™)



LEX™ is an entry-level loyalty programme offering that benefits from the power and sophistication of the Visible Results retail optimised CRM database and reporting platform.

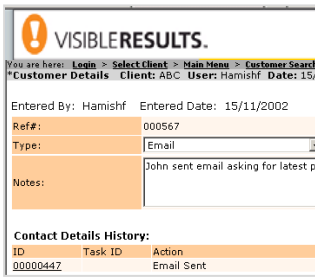
LEX™ may be configured to accept mag-stripe and barcode cards or operate in token-less mode using mobile phone or a custom numerical identifier. LEX™ utilises a retailer's existing POS environment to record transaction activity (tokens may be scanned, swiped, or data-entered to POS depending on capabilities) and importantly enables competitor programmes to be seamlessly migrated to Visible Results without infrastructure swap-out.

The launch of the LEX™ product is timely given the mind shift currently happening in retail that there's more to loyalty than the card. Sound programme design and customer centricity remain paramount but a retailer need not have to choose between these hallmarks of success and a powerful customer insights and analytics engine. LEX™ delivers information that is the backbone of effective customer purchasing influencing strategies.

LEX™ is also timely relative to the progressing global economic crisis. The deteriorating economic conditions have put pressure on costs and LEX™ is a pragmatic solution priced for the times.



The Connect™ customer management system is a highly flexible web-based CRM solution that captures all customer data and customer relationship details such as contacts, transactions and purchase behaviour; in short, all customer touch-points.

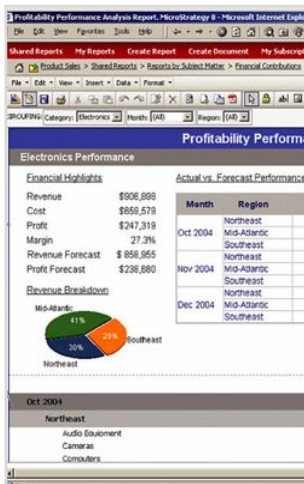


Connect™ supports:

- The data entry of customer information (including data hygiene such as address correction, de-duplication, casing and gendering)
- The storage of all customer information, including customer profile (interests, preferences and other demographics), past transactions, all customer contacts, along with loyalty/promotional programme information such as offers given to the customer (noting to which the customer did not respond, for future reference), rewards redeemed, major prizes and similar
- All business processes required within the call centre, including card management.

CUSTOMER KNOWLEDGY™

Operators of even the most carefully crafted programmes can quickly find themselves in real danger of being paralysed by the myriad data their programmes generate.



Visible Results utilises MicroStrategy® as its business intelligence reporting platform. (Other users include Boots the Chemists, Benetton, Limited Brands, Carrefour, and Yum! Brands).

MicroStrategy and Connect™ combine to form a fully integrated business intelligence platform that provides exceptional user scalability, excellent query performance, and superior architecture to effectively uncover critical business insight aimed at improving promotions, pricing and product offerings, and strengthening customer relationships.

Visible Results' standard suite of reports includes:

- Customer segmentation and profiling of segments,
- RFM and customer latency reporting,
- Changes in customer segments over time,
- Basket and product affinity analysis,
- Customer profitability modelling,
- Trend analysis – average spend, frequency, number of stores visited, prize redemption,
- Campaign performance analysis.

CLIENTS



Visible Results has built a reputation for consistently delivering innovative and enduring loyalty programmes and we have developed an extensive client base that spans more than two dozen industry sectors.

- ANZ Bank (Qantas/ANZ Visa Card programme) - New Zealand
- Caltex Petroleum/Convenience stores - Singapore
- BB Retail Capital brands: Sanity, Virgin, HMV, BNT (Bras N Things), dusk - Australia
- Whitcoulls - New Zealand
- Gamestation - UK
- The Body Shop - Indonesia
- Notos Galleries - Greece
- Angus & Robertson Booksellers - Australia
- Chemmart Pharmacies - Australia
- RoadChef – UK



How can we help you?

Visible Results is the world's leading supplier of read write card technology and retail CRM solutions. Contact: JMorris@visibleresults.com