

myrewardcard.ie

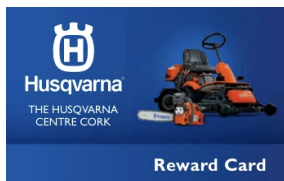
building loyalty for you

myrewardcard.ie is an Irish designed and developed system helping promote your name and increase return business. Its web-based system reduces the chances of technical problems and its flexibility ensures easy and verifiable communication with customers. This attention to detail and knowledge of Irish retail and technology market has produced a system that directly benefits businesses and customers.

Keeping customers happy

myrewardcard.ie goes to great lengths to keep your customers happy - since without their happiness there is no program. Some of our features include;

- Cards can be used immediately upon picking one up
- Registration can be conducted online or instore
- Points are always safe and can be transferred to another card
- Cards can be 'suspended' for periods such as holidays etc and then reactivated when the customer returns.
- Points can be awarded even if the customer forgets the card.
- Customers can see all transactions online or get the points balance by asking in store.
- Customers do not need to be computer literate or have email addresses.
- Works with mobile phones and text messages.



NEW SHOP OPENING NEXT WEEK

We are excited to be opening our second shop and want you to be part of it. Specially for our valued Reward Card holders we are offering you double points throughout the week in the new shop. Simply present your card as usual and we will make sure you get double the points

[More Details...](#)

It's *your* business

promote *it*.

The last thing you want when promoting your business is for the same card to be valid somewhere else - after all its your business you want to promote.

myrewardcard.ie provides the service to allow you to promote your business brand.

It is your business that is on the card and that the customer knows - we are simply a white label website they go to check their points.

Verified information.

The ability to contact cardholders directly is key to good promotions. myrewardcard does not allow customers to collect rewards until they register (and *verify*) their details. Once they do so these contact details are visible to all participating businesses.

The customer themselves can register the account or it can be done quickly in store.

Reliable

There is nothing more embarrassing for a business than to say they cannot give points because of a technical issue. Because myrewardcard.ie only requires a cheap PC with an internet connection there is little to breakdown and no wait for repairs if it does.

If the internet goes down the business can still write the transaction and card number on paper to enter later - keeping the customer happy.

The cards themselves contain no electronics or other information that can break.

Flexibility

Because there is no specialised equipment needed a business can increase or decrease the number of terminals they use as circumstances demand.

Points can be entered as the transaction occurs or can be entered when business is a bit quieter.

The system allows customers who forget their cards to provide their email, phone number or surname and the business can still award their points.

Communication

Keeping your customers informed of what your business is doing and reassuring them of the address and contact numbers is crucial to the success of any business.

myrewardcard.ie shows the contact details of each participating business to customers when they login to check their points.

Each business also has a simple and effective way to show recent events and promotions to customers when they login to check points.

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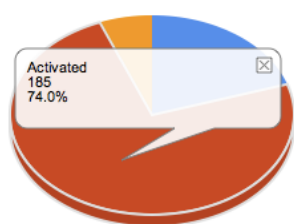
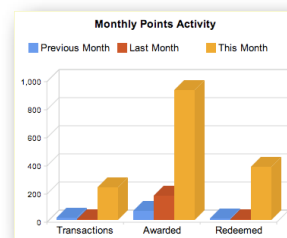
Information to grow your business

Businesses need information if they want to grow - information on where their customers come from (and where they don't). Information about their age profiles and the frequency of their visits.

This kind of information can help save money by ensuring all advertising is carefully targeted, for instance to customers who haven't visited in 3 months or whose birthday it is this week.

myrewardcard.ie tracks all that information for you. It can quickly show monthly comparisons, identify trends such as who owns cards, how often each card is used, where customers live and what ages they are. We provide graphs, tables and excel spreadsheets for download.

And because we *verify* the contact information you can easily send them texts or emails, secure in the knowledge they will reach the right people.



■ Authorised
■ Activated
■ Unauthorised

show ALL customers aged ANY AGE with a birthday this month Filter

living in Any Street/Suburb Any Town Any County

3 customers meet the criteria download as excel file

name	address	town	county	gender	age	dob	cards
Melvin Bragg	hidden street	blarney	cork	male	33	05-10-1976	1
tadgh ryan	main street	bandon	cork	male	23	28-10-1985	1
Freddie Velasco	333 some street	blarney	cork	male	40	13-10-1968	1



Technical Issues

Availability & Scalability

myrewardcard is run as a cloud service. The software is configured to run across multiple servers ensuring that it can scale without issue and guaranteeing its availability.

Backups

Our database is backed up twice daily to off-site servers. Every month these snapshots are downloaded and backed up on yet another cloud service.

Instore Simplicity

There is no software to install or keep updated

Security

Security is important and we provide multiple layers which track every transaction, who conducted it, the time and date and more. This traceability by a third party helps to reassure your customers but also means you as a business can track any suspicious activity.

Each serial number is unique and has a range of security features that prevent people simply registering cards to their account at random.

These include specific program identifiers and random elements in the serial number itself.

A Local Company

Support Irish Innovation

myrewardcard.ie has been designed and developed in Ireland for Irish businesses. The technology has *not* been bought in and rebranded. In choosing us you help support possible future exports and keep development within the country.

Immediate Response

Because you are buying direct from the developer we can easily consider and implement changes you feel are essential. No need to refer through multiple layers of suppliers.

Designed for Ireland.

Because the developers are Irish we know areas of the Irish market that US designers never will. This includes such simple things as accepting apostrophes in a name to using text messages to verify phone numbers, and recognising that not everyone has an email address or is computer literate.