

# Tesco to expand its reach with feature phone Clubcard app

## Business need

To bring Tesco's Clubcard mobile app to feature phone users, accounting for approximately 61% of Tesco's UK mobile subscriber database.



## The solution

The suite of Clubcard mobile phone applications, which were previously only available on a selection of smartphones, now includes a Java version that runs on almost all feature phones.

The Java app allows users to digitally display their Clubcard at purchase points in Tesco, as well as monitor their points balance and the corresponding monetary value of these points.

Consumers can also receive an app download link via SMS by texting **JOIN** to **84420**.

This solution brings Tesco's reach to potentially almost every mobile phone user in the UK.

## Functions

- Reaches consumers who actively look to download apps for their phones, improving brand recognition.
- Encourages customers' use of Clubcards to enhance loyalty.

