

Monsoon launches loyalty card app

Business need

To enable their customers to access the Monsoon loyalty card through their phone, as an alternative to a physical card.

MONSOON



The solution

Monsoon is the first of Ikano Financial Services client retailers to take advantage of the white-label, cross-platform smartphone app, built by Incentivated. The app, which is fully integrated into Monsoon's loyalty card scheme, supports the company's full range of loyalty products and helps reduce loyalty scheme overheads.

The app allows Monsoon to communicate offers and send vouchers straight to customers, using Incentivated's in-app messaging tool.

The app includes a page showing the customer's loyalty card number and barcode, which can either be scanned or entered manually at the till, negating the need for plastic cards and reducing ongoing costs associated with card manufacture and distribution.

Functions

- Supports the full range of loyalty products.
- Allows Monsoon to communicate offers and send vouchers straight to customers.
- Gives customers the ability to check balance and other account details.

