



Loyalty Card can Now be Issued Right on The Spot

OVERVIEW

UA Cinemas is the leading cinema chain operating more than 38 movie houses at prominent locations across Hong Kong. It is the first cinema operator in town that pioneers the concept of "one cinema multiple houses" that can accommodate viewers for different movies concurrently.

THE CHALLENGE

The Customer has been implementing various initiatives to enable loyalty marketing. However, most of the campaigns lasted only for a short while and then the consumer interests faded out due to either inconvenience of use or insufficient appeal.

Another hurdle is perhaps due to the typical problem with conventional loyalty system about the lack of user participation. That can lead to decreasing interest on the loyalty program when time goes by.

THE SOLUTION

One of the primary objectives for the newly designed automated loyalty system is to enable a self-service loyalty infrastructure so that users can participate into the program and obtain the relevant rewards thus aiming for the kind of emotional attachment.

Issuing card on spot is a tactic to engage the customer right from the beginning of the card issuing process of the loyalty program. With the use of a photo kiosk, patrons input their personal data and take picture of themselves. This information is then automatically programmed into the card memory as well as printed onto the card face.

Patrons typically get their card within 2-3 minutes on the spot. Most of the people find it interesting for having a picture of ID photo size on the membership card face. If they keep these cards with them and preferably in their wallets, we can easily identify these patrons next time when they come for a repeated visit.

MajorLink products & services include photo kiosk, membership smart card, card issuance system, loyalty kiosk, loyalty management software, smart card reader, POS integration and web-based software.

Launched in Q3-2003. Almost 50,000 members joined the program within 12 months. This project was awarded the Intelligent20 Award in Singapore being one of the 20 Asian companies for their outstanding use of technology to drive operational excellence, customer services and innovation.



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