

APPENDIX 1:

BULLETIN REPORT

<u>Name of Committee:</u>	Enterprise, Planning & Infrastructure
<u>Date of Meeting:</u>	11 September 2012
<u>Title of Report:</u>	Accord Card Customer Loyalty Reward Scheme
<u>Lead Officer:</u>	Bruce Reid, Accord Card Manager
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Summary of Purpose of Report

To inform members of the progress made to date on implementing a customer loyalty reward scheme for local businesses via the Accord Card.

Accord Rewards Scheme

Over the past few months the Accord Card team has been working in partnership with a company called TBEx (The Business Exchange) to develop a customer loyalty rewards scheme within the local business community.

The loyalty scheme, called *Accord Rewards*, will allow member businesses in The Business Exchange to offer loyalty points to their customers when they purchase their goods and services. When customers purchase goods from these businesses they can collect loyalty points via their Accord Card which they can then redeem as part payment for goods and services at any participating business within The Business Exchange. The loyalty points themselves will be held and managed by TBEx with the Accord Card being the customers 'identifier' into their TBEx loyalty points account.

The aim is to trial this scheme mid to late September in approximately 20 local businesses to ensure the system works and the technology operates as expected. If the trial proves successful the aim is to roll this out to more/ all businesses in the exchange and promote this new service to citizens.

TBEx (The Business Exchange)

The Business Exchange (Scotland) Ltd (TBEx) (www.tbex.com) is an established company that was founded in 1995. TBEx provides businesses with specialist expertise in all aspects of trade enhancement through the exchange of goods and services, through an organised electronic complementary currency system (in this case, loyalty points).

The principal business of TBEx is to provide a full-service solution to businesses, with complementary goods and services requirements that recognise the opportunity to improve cash flow, increase trading, promote local businesses and generate customer loyalty within these local businesses.

Costs

All costs associated with the development of this scheme have been met by Tbx. The only cost to the Council is the provision of smartcard readers to each of the participating businesses (£65 per smartcard reader) which will be met from the Accord Card development budget. There will be no cost to the citizen to join the loyalty scheme and their Accord Card will be provided free of charge.

Next Steps

The trial will commence mid to late September and be assessed thereafter by all parties. The aim of the trial is to ensure the system works and the technology operates as expected. If successful it will be rolled out to more/ all businesses in the exchange and promoted through all appropriate and available channels.

A further bulletin report will be passed to the Enterprise, Planning & Infrastructure Committee meeting of 6th November 2012 with an update on this new Accord Card service.

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