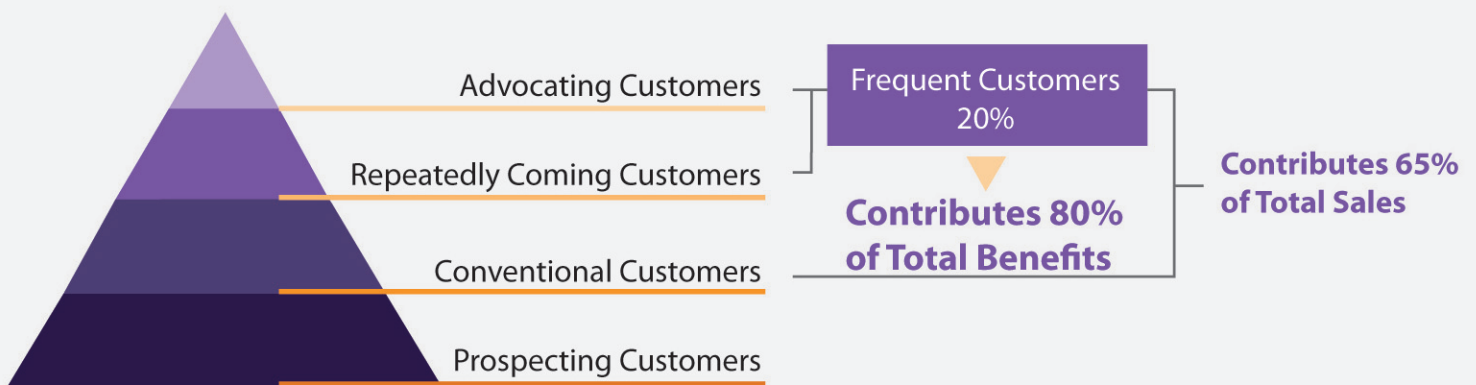# *i* -Point RFID Rewritable Membership Card System

Introduction According to some authoritative marketing analysis, a large portion of a store's sales amount is contributed by its frequent customers. In the past, the loyalty of customers was enhanced by traditional membership cards, which offer no means of direct communications with customers. From now on, this can be solved by JESIC's *i* -Point **RFID rewritable membership card system, which provides an ideal strategy for stores to build new relationships and to reap the reward of customer loyalty.**

Advocating Customers

Repeatedly Coming Customers

Conventional Customers

Prospecting Customers

Frequent Customers 20%

Contributes 80% of Total Benefits

Contributes 65% of Total Sales

Features

▶ Issue rewritable RFID membership cards (Traditional plastic cards can be deployed on request)

▶ Write/update the stored and visual information on the cards (e.g. Point balance rewards, sales promotion messages, personalized messages, etc.)

▶ Record the purchasing history of the customers

▶ Classify the customers according to the purchasing amount or frequency

▶ Due to the deployment of RFID technology, additional automation functionalities can be embedded

Benefits

Loyalty enhancement of the customers
▶ Consistent sales increase
Realization of the customer preferences
▶ Marketing strategy planning becomes easy
Supplementary materials for advertisement
▶ Recognition and penetration increase

Applications

▶ Shopping malls
▶ Restaurants
▶ Boutiques

▶ Cosmetics shops
▶ Fitness centers
▶ etc.

JESIC Technology Limited is primarily a leading edge Radio-Frequency Identification (RFID) solution provider along with RFID system design, development and integration. We offer RFID solutions that address common situations in addition to our bundled RFID solutions, and also have the experience and knowledge to successfully address unique requirements.

JESIC