

Increase your Customer Loyalty and Gain Security

WorldKey Loyalty is an advanced on-line platform that allows operators to communicate directly with end customers and develop loyalty programs. Operators can understand customers' habits and increase their turnover thanks to direct marketing campaigns.



R&D by RF Tech

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1. Each machine includes a WorldKey cashless system which communicates and exchanges information with a remote server
2. Customers are identified by a unique identification code sourced within each Mifare® media (keys, cards, tags, stickers)

3. All customers are identified by using the Mifare® media and direct marketing campaigns can be run. Marketing actions are focused on pricing policies (discounts, incentives, price tables, bonuses...)
4. Customers have a dedicated web interface where they can see their current active promotions and recharge their keys/cards online using a payment card



Customer	Serial number	Shopping	Remaining credit	Registration date	Last movement	Enable media	Portal access
moroc	8B110D14	45.99	1.49	2016-09-06	2016-09-22 12:32:40	✓	✓
Mdt	5BEB95A7	19.52	0.21	2016-07-18	2016-09-20 15:43:10	✓	✓
Mar	8B2B0B14	7.00	0.57	2016-07-21	2016-09-12 13:29:08	✓	✓
Marc	1B140D14	24.07	2.98	2016-07-14	2016-09-22 13:19:34	✓	✓
glover	2BD80A14	21.27	0.81	2016-07-13	2016-09-23 17:58:48	✓	✓

Benefits

- ✓ Get in touch with your customers for direct marketing campaigns
- ✓ Increase customer loyalty
- ✓ Improve your invoicing process
- ✓ Block keys/cards in the event of theft or loss, and check remaining credit

The platform is customisable, just ask how!