

Retec Interface provides in-store issuance of Clubcard for Tesco



Retec were asked by Tesco to provide an in-store solution to the issue of Clubcards cutting out the delay in application for a card and the delivery through the post to a customer.

The Challenge

- Provide instant card issuance in-store
- Streamline the data management process of Clubcard applications

The Solution

- Plastic card printing kiosk in store linked up via 3G
- Real time integration of customer data
- Immediate gratification of card holder in-store

The Results

- Enhanced customer experience
- Reduced administration and cost in issuing cards
- Improved customer loyalty