

# SNAPSHOT: Loyalty Program Use Case With Smart Card in Japan

## Kiosks with Contactless IC Card Reader/Writers: Central to loyalty programs

### Problems:

**Store:** Paper solutions to coupons and loyalty programs are expensive, inefficient, not “green”

**Customer:** Multiple loyalty cards in a wallet, Coupon clipping is time consuming and requires advanced planning, Tracking loyalty point accumulation is difficult

### Solution:

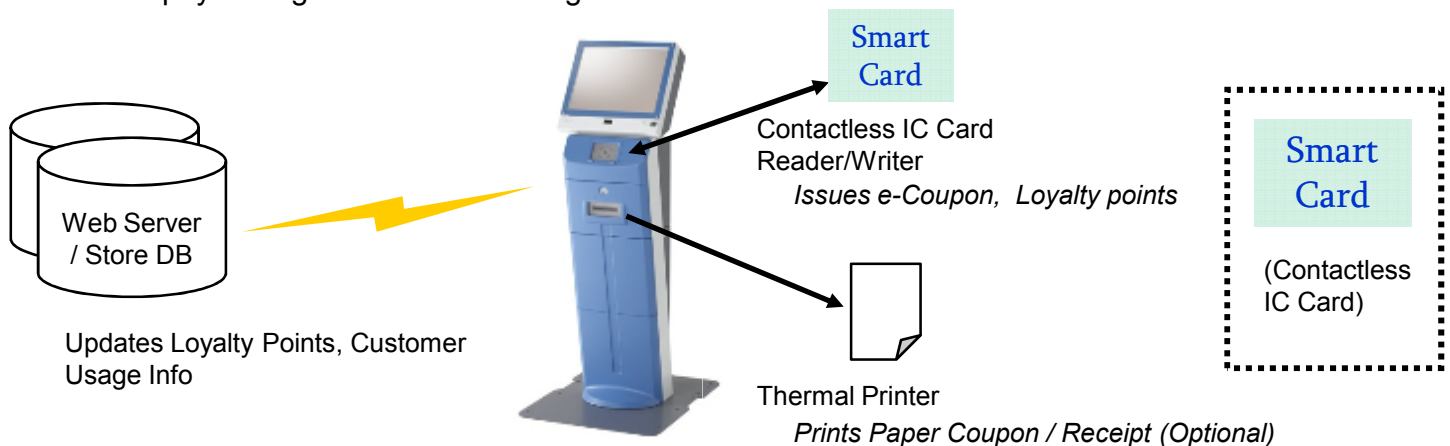
Install Smart Card-enabled kiosks for issuance and redemption of coupons, issuance and redemption of loyalty points

**Benefits:** Efficient and effective loyalty programs

<b>Cost Savings</b>	Coupon handling, Fewer store personnel
<b>Better Service</b>	Personalized coupon issuance, Self-service option, Product information / search, Multi-language support
<b>Customer Loyalty</b>	Increased brand awareness, Increased customer participation in loyalty point programs, Increased store visits
<b>Additional Revenue</b>	In-store advertising / promotion on kiosk, Encourage additional store visits, Ability to easily track customer purchase behavior

### How it works:

1. Customer visits store and approaches store kiosk to download special coupons or earn store visit points
2. Customer taps Smart card on the kiosk’s reader/writer
3. At checkout, customer presents Smart card
4. Coupon issued at the kiosk is redeemed at checkout
5. Customer pays using Smart card or a regular credit card



### Benefits of PFU Kiosks:

- Extensive experience with Contactless IC card technology
- Increased reliability through Kiosk Integration Platform - Quality hardware, Intelligent middleware, and KIOSK SERVICE PLATFORM™
- Efficient Kiosk application development / implementation with KIOSK SERVICE PLATFORM – Kiosk application development platform