



CASE STUDY

LINUX LOYALTY SYSTEM

featured
UA Cinema Circuit Ltd.



ACISE CASE STUDY

Company Background

With 38 movie theatres at seven locations across Hong Kong, UA Cinemas now brings movie excitement to over five million people annually. Home to world-class sound systems and projection equipment, comfortable high-back seating and great snacks, you can be confident that seeing a movie at UA Cinemas is your passport to a world of thrilling entertainment.

Business Objective and Motivation of Implementing Linux Solutions

In order to deliver an interesting brand experience and create dynamic customer interaction, UA Cinema deployed an e-Loyalty System to promote new services.

The system allows the company to put its fingers on the market pulse by managing customer data generated and monitoring the results.

The system consists of smart card, automated kiosk, a Web site, and loyalty modules. Customers are invited to participate in the personalisation of their own membership card. The concept is to build e-bonus points after every purchase that can then be used for gift redemption.

Photo kiosks have been set up for the application, printing, and issuance of the card on the spot.

Implementation Strategy

UA Loyalty Club is an e-Loyalty System on Linux platform designed to empower a Total Retail Loyalty Program. The system consists of smart card, automated kiosk, online website and loyalty management modules to invite customers to participate in the personalization of their own membership card. This engaging program has been deployed to promote new services, brand experience, customer loyalty and enable purchases as well as managing data with monitored results - the Customer Relationship Management (CRM).

The concept establishes a loyalty card infrastructure with the help of contactless smart card to build up e-bonus points for every purchase to accumulate for gift redemption. The photo kiosk has been set up to assist with the application process, printing and issuance of the personalized card on the spot. The contactless card reader included with the POS terminals allows members' bonus points to be updated and helps minimize processing time. Lastly, the loyalty kiosk is meant to offer a self-service interactive terminal featuring movie titles, previews, bonus points checking as well as reward redemption.

This engaging e-loyalty program is deployed with the main business goal to:

- promote new services and movies;
- offer compelling content;
- deliver interesting brand experience;
- impress and engage customers;
- enrol customers;
- enable purchases and repeated purchases;
- manage data with monitored results.

Linux Application, not only provide stability platform for Mission Critical servers (supports up to 45,000 members within 9 months), but also gaining the advantage of Total Cost of Ownership.

This solution is honored the Merit Award under Office Automation and Business Application Category of the Hong Kong Linux Business Adoption Award and Singapore Intelligent20 Award in 2003.



Implementation Process:

The implementation plan for this project involves the following milestones:

- confirmation of order;
- finalization of user requirements;
- system design, prototyping & customization;
- confirmation of smart card surface design;
- pre-printing and personalization of smart card;
- network, cabling and wiring works;
- installation of hardware and software;
- acceptance testing & training;
- pilot run & evaluation;
- full launch & commissioning.

Below are some highlights of UA's Linux Loyalty System:



Fig. 1



Fig. 2



Fig. 3



Fig. 4

Fig. 1: Online Website
 Fig. 2: Loyalty Management Module
 Fig. 3: Contactless Smart Card
 Fig. 4: Automated Kiosk

Customer's Comments:

"Since we launched UA Loyalty Club on July 11th 2003, we have recruited over 45,000 members. An impressive figure, we believe that it is the second largest Contactless Smart Card System in Hong Kong. Acise Technology Ltd. demonstrated their expertise during the Linux implementation process. Along with MajorLink Communications Ltd., they provide the sophisticated hardware implementation that enhances the smooth running of our Loyalty System", said Bob Vallone, General Manager of UA Cinema Circuit Ltd.



The hardware and software solutions employed consists of the following core modules:

Membership Smart Card

1. Customers can personalise their membership card.
2. Members can use the contactless smart card to collect e-bonus points from every purchase.
3. The card carries the bonus points on a chip for gift redemption even in offline mode.

Photo Kiosk

1. Like taking a sticker photo, members can make their own card with the self-service digital photo-taking feature.
2. UA's ambassadors are at the kiosk to assist the application process and keying in personal details.
3. A personalised membership card is printed and issued by the ambassador on the spot.

Card Reader

1. The card readers are integrated with the POS terminals at both the box office and concession counter.
2. Members bonus point for every purchase at UA Cinemas and their card information can be captured and updated.
3. The "touch and go" concept where card details are scanned helps minimise processing time.

Online Loyalty Kiosk

1. A self-service interactive terminal is installed to show movie titles and previews.
2. It serves as an automated kiosk for checking online bonus point and redeeming rewards.

Loyalty Management Software

1. The system keeps track of customer profile, buying history and bonus points.
2. It is equipped with easily administered loyalty schemes to assign bonus points.
3. Target marketing can be put into real practice by analysing customer viewing preferences.
4. A data mining e-frastructure analyses customers buying behaviour and compile personalised incentives.

Technology and Methodology Employed

TCP/IP Protocol, Tomcat, Java Development Kits (JDK), Apache Red Hat 7.0, Kiosk, Short Message Signal (SMS) and J2SE.

Innovative Areas

What we have built here is not just a Linux loyalty system. We are in fact building up a Loyalty E-frastructure. The smart card is able to carry the electronic bonus points on card. As it's not always possible to have access to central database, the data stored on card can actually be a proof of the points updates for rewards redemption in offline mode. The contactless "touch and go" concept provides the convenience that the customers enjoy. The more convenient the rewarding process, the more satisfying experience that the customer can get.

Self-serve transaction is another key component that can encourage user involvement. This often helps the customer to own the loyalty building process. While all relevant data are captured into the customer database. The loyalty management software or data mining engine is able to analyze the customer's buying behavior and in particular compile personalized offers to target the right offer to the right customers. In addition to that, there is a messaging platform that is able to target the incentives through multi-channel access such as email or mobile SMS notification. The overall aim is to target the right offer to the right customer using the preferred channel at the right time.

ACISE TECHNOLOGY LIMITED

HEADQUARTERS

Telephone: 852. 2856 3710

Fax: 852. 2856 1707

Email: info@acise.com

Website: www.acise.com

Address: Room 808, 8/F.,

Metro Centre II,

21 Lam Hing Street,

Kowloon Bay,

Hong Kong