



The HEAT Project

Loyalty Scheme Proposal

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Loyalty Scheme Consultation and Assessment Objectives

- To gauge whether businesses and consumers would, in principle, be interested in a local loyalty scheme. We needed to get a feel of how many businesses would support a scheme
- To evaluate scheme providers based on their delivery methods, functionality and costs, as well as town case studies to particularly understand their challenges
- The surveys were also used to gauge the scheme's potential future sustainability i.e. the question was asked whether both audiences would be prepared to pay an annual fee and if yes, how much participants would be prepared to pay

Consultation Business Objectives

To understand from businesses

- whether they already operated some form of a reward or loyalty scheme. And if they didn't, whether they would see value in using the scheme to promote e.g. any monthly offers or seasonal sale, stock clearance etc directly to households
- what systems or technology they currently use that could support an overarching scheme

Consultation Consumer Objectives

To understand from consumers

- which scheme method they preferred
- what business categories the scheme should cover to appeal to them

Consultation Methodology

The survey was:

Comprehensive - Target Groups included Subscribers to Discover Blairgowrie, BARBA, BDRT, MBDT members, Other local groups and their members, businesses who may not subscribe to DB

Thorough - Two separate survey questions, for businesses and consumers, distributed in print and online

- The print forms were used in conversations during walkabouts, events, for the public to pick up at the Heat office
- The online versions were distributed by email to the above groups and promoted on the HEAT website, Facebook and in the press.
- Returned print forms were manually added to the online survey tool to provide a complete view

Effective – full and meaningful responses were received from 47 businesses and 127 Consumers

Survey Results Summary

- **98% of participating businesses and consumers are interested in a loyalty scheme**
- 38% of businesses prefer a scheme using smartapp and 35% prefer a frequency card
- 62% of consumers prefer using electronic card, 30% choose smartapp use.
- 48% of businesses use a smartphone, 42% use an ipad/tablet and 48% use a card reader for their business
- 74% of consumers would like all business categories included, but anything food/drink related rank highest
- 85% of businesses and 81% of consumers would be interested in participating in a pilot scheme
- 72% of consumers were interested in receiving a newsletter focusing on energy advice/reducing energy bills

Conclusion

It would be feasible to introduce a loyalty scheme based on a technology platform that made use of a combination of smartapp and electronic cards for consumers, while businesses could use their Existing business tools such as laptop, smartphone or tablets and card readers

Potential Benefits

- A Loyalty Scheme would provide a platform for local businesses to send out quick, targeted marketing information to consumers
- A Loyalty Scheme would increase local consumer awareness of the range of local businesses that are not on the main street
- A Loyalty Scheme could change consumer behaviour, buying more goods and services locally, improving the local economy and reducing environmental impact
- A Loyalty Scheme could be made available to visitors, increasing the tourist pound income, if the resultant increase in cost is affordable
- A Loyalty Scheme allows HEAT to fulfil its aims of communicating with the local community about climate change/energy/transport and related issues

Next steps

- HEAT management and the BRDT board have agreed to launch a loyalty scheme
- We will also be holding update sessions for consumers on Thursday 20th Sep at 6pm-7pm and 7pm-8pm, at the BRDT/Heat office in Blairgowrie.
- Scheme to be based on smart phone App and e-card, compatible with existing card readers and other devices used by businesses
- To seek support at BARBA AGM and from businesses in the Glens to proceed with proposed scheme and prepare for a pilot
- HEAT will seek businesses and a pool of consumers willing to be part of a pilot
- HEAT will meet costs of provider subscription/customisation fees, e-cards up to March 2020
- HEAT will manage and administer the scheme during that time and be first port of call for any enquiries

Pre launch plan

- GainLoyalty as the scheme platform provider – contract in September/October
- Pilot scheme in early 2019
- **Before pilot launch:**
 - GainLoyalty to train HEAT team on how to set up consumers and businesses
 - HEAT team to familiarise themselves with system platform
 - HEAT team to develop step-by-step onboarding procedures for consumers and businesses
 - HEAT team to develop FAQs and ‘how to’ documentation for consumers and businesses
 - HEAT team to review reporting templates and work with GainLoyalty to design new ones, if need be
- Launch a pilot with 6 businesses and small group of consumers to test the system and documentation materials

HEAT Loyalty Scheme Requirements



Project Requirements	Met by proposed option?
To promote the local business offers under ONE umbrella scheme	Y
To offer a sustainable solution i.e. set up and running costs within available HEAT budget up to March 2020	Y
To capture analytics to allow HEAT to identify purchase behaviour trends and gauge level of engagement from the household and business audiences	Y
To provide a technology that can emulate different types of loyalty options and offer flexibility for the individual businesses' preferences	Y
To generate consumer analytics to allow businesses to see purchase behaviour of customers who purchase from them	Y
To allow the HEAT to easily set up profiles of participating businesses, manage communications with businesses and help with managing offers and promotion updates	Y
To allow HEAT to easily assist consumers with downloading the app or accessing information of offers	Y
To enable HEAT to distribute and educate the community on energy saving advice and include offers and deals in a regular newsletter	Y

Questions to the Audience

- Are the members of BARBA happy that HEAT proceeds as planned?
- Are there any business who would like to participate in the pilot scheme? – can approach HEAT separately if preferred



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