

## The personal touch

*Tailor-made offers mark the future of shopping*

IMAGINE a shop that knows what you like to eat, the type of wine you enjoy drinking and even your dog's favourite pet food. Then imagine that this shop tailors special offers and promotions to match these needs and also offers you a way to save money at the same time.

It sounds too good to be true, doesn't it? But this is exactly what four of the most trusted names in Hong Kong retailing are doing as the result of an exciting new loyalty programme. In a first for Hong Kong, PARKnSHOP, TASTE, GOURMET and GREAT have launched the MoneyBack programme that offers customers great savings and individually tailored offers at the same time.

MoneyBack costs nothing to join and customers can register as members on the spot and start earning points immediately.

Each card set comes with a main card and three mini-cards for family members. Cardholders can earn a MoneyBack reward point for their common account for every HKD5 spent at any one of the four supermarket outlets. MoneyBack members will also gain extra points for purchasing certain items.

With the reward points, customers can redeem cash vouchers or products and services such as Ocean Park tickets. More redemption choices are set to be launched in coming months. Members will also be offered free product samples and gifts from time to time.



Each card set comes with a main card and three mini-cards, allowing customers to earn savings faster via a common account.



But here's the really special part. When customers scan their cards at MoneyBack member privilege kiosks on the way into the store, they receive a shopping list of tailor-made offers based on their purchase history and lifestyle.

"We felt the previous loyalty programme of collecting stamps that can be cashed in for special offers was a bit too passive," says PARKnSHOP Customer Relationship Manager, Jessica To. "This programme is about understanding your customer better – who they are, where they shop, what they buy.

"As we know more about a shopper's purchasing history we can send them more information about particular products by post or e-mail. For example, if we know someone has a preference for organic food we can send them cooking tips to try."

The beauty of it is that as the stores gather more information about their customers, the more accurately they can tailor the personalised shopping lists to match shoppers' preferences. "It is a constantly evolving process," says Ms To. "As our database expands we will be able to understand their needs more readily and provide them with the products and services they want.

"Hong Kong consumers are very sophisticated. Price is of course fundamental but the range of goods and quality of service is also very important to them. MoneyBack is now among the largest loyalty programmes in Hong Kong and has so far received an overwhelming response of over one million membership registrations in just a few months. Going forward, it will be expanded to include more retailers. It really is the future of shopping."