tag' mobile

HCE Couponing

Host card emulation and digital coupons

Tag Systems' market leading mobile couponing solution was developed in-house by its associated company Seglan and is a combined Host Card Emulation (HCE) and Tokenisation Solution.

Contactless payments are growing fast, which creates a space for innovative mobile services for cardholders. Digital couponing service integrated in smart phones offers a flexible and convenient solution to coupon issuers to increase the performance of their promotions at retail stores (either present or online).

Tagmobile Couponing solution is based on HCE technology; digital coupons are stored into the Mobile Coupon server and consumers can use the coupons stored in their smart phones. HCE technology allows flexible and innovative services combinations without compromising security.

tag' systems

Tagmobile Couponing Solution is unique for different reasons:

- It is independent of the technology at retailers and merchants' POS
- It is fully digital without compromising the security
- It is complementary to any other couponing system in the marketplace
- It complies with the new industry standards

Retailers can share information from their customers with the coupon issuer about the usage of their vouchers. Therefore Tagmobile Couponing solution can play a new role in coupon issuers' marketing activities.

Benefits

Coupon issuers_ Tagmobile Couponing solution gives the control of digital coupons to coupon issuers by providing them an online access to the Coupon campaign manager, allowing them to:

- Create serialized coupons (using BIDI codes or QR Codes) that can be integrated with their CRM systems
- Be informed on when and where the coupons are acquired and redeemed
- Distribute coupons using their current media strategy (Facebook, email, print, packaging…)
- Pay a fee only for the coupons that have been redeemed

Retailers_ Retailers get more traffic in their stores and get paid by coupon issuer for each coupon redeemed. They only need to integrate their POS to Tagmobile Couponing platform to redeem digital coupons.

Tagmobile Couponing flow

Coupon Issuer

Coupon Server

Redemption done in real time

Reporting and clearing overnight

Publisher

Face-to-face sales

Capture of coupon

Customer scans with BIDI a unique QR code of the point of sale

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