

exceet Offers Innovative Voucher and Cash-Back System for Use at any EC or Credit Card Terminal

- Partnership as solution provider with IT solutions specialist Brain Behind
- Customer and purchasing power loyalty for banks, retailers, tourism, cities and communities
- Immediate use at the POS terminal, no additional hardware required

Rotkreuz, Vienna, August 4, 2015 – exceet Card Group AG, a member company of exceet Group and specialist for all types of plastic cards, is now offering an innovative system and solution concept for customer loyalty and new customer acquisition. The new exceet solution combines the electronic voucher function of a customer card with cash-back functionality, discount coupons and customer-specific marketing in real time.

The scheme relies on the ValueMaster system developed by exceet's strategic partner and IT specialist Brain Behind Ltd. and is based on customer cards produced by exceet and the ValueMaster clearing system. Just like cash cards, the ValueMaster cards are loaded with a real cash balance which the customer can use to make making payments at any of the participating partner businesses. High-performance analysis tools offer these partners immediate feedback on consumer behavior. This lets them react to a payment within seconds, e.g. by sending new discount coupons. For example, customers who use their ValueMaster card to purchase a bus ticket can immediately be sent discount offers for shopping at the outlets near the destination, via email or SMS.

Immediate rollout, no additional hardware

Unlike traditional customer loyalty schemes, the innovative system offered by exceet requires no special hardware. It can be used at any POS terminal or via a smartphone app, and can thus be rolled out rapidly and at low cost by a wide range of partners. The credit balance can be topped up at any EC or credit card terminal. Since the system has an e-money license, real cash flow can be managed via a clearing platform. This platform, made available by exceet, is used to send invoices and realize SEPA-based cash flow – a fully automated process.

Strengthening regional provider associations by binding purchasing power locally

“As strategic distribution partner of Brain Behind, we are pleased to be able to offer such an innovative customer loyalty and acquisition system. It lets provider communities like tourism associations, shopping centers or cities and municipalities retain purchasing power within the respective region and make it a SMART CITY“, says Robert Wolny, managing director of exceet Card Group. “Since ValueMaster can be used via any EC or credit card terminal, it can be implemented very quickly”.

Image material available on request

About exceet Group

exceet is an international technology group specializing in intelligent electronics, complex and reliable electronics.

About exceet Card Group

exceet Card Group AG combines the strengths of global leaders of RFID, dual interface and chip card manufacturing. The Group's innovative product portfolio extends to design, development, consulting, production, personalization and lettershop, making it one of the leading full-service providers of smartcards, NFC solutions and readers. In the mobile solutions area, the exceet Card Group offers mobile services, identity safeguards, secure payment solutions, authentication of online services and cloud computing access.

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