

EdgeWare™

Overview

SelectSmart™

Allow your participating members to mix and match the value programs on their smart cards to meet their needs! Imagine saying to your users: “Going shopping? Attending a concert or professional sports event? Planning a trip? Taking the children to a theme park? Make sure your card contains each loyalty, incentive and services folder that will save you money and earn rewards”.

SelectSmart™ provides instant access from a PC or the nearest *EdgeWare™* kiosk to a web site designed for viewing the contents and status of the plans presently on your card, and reviewing all available rewards schemes and value services offered by the partner network. Purchase tickets, load cash value, update passes, scan available ‘smart vouchers’ (coupons) and load the desired units onto your card; or select the new combination of programs you want, and just delete / add to achieve that portfolio; or simply view your card status and then enjoy your day.

Easy

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Fast

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Safe

A major enhancement to client benefits program services, *SelectSmart™* is a feature all consumers will value and use. *SelectSmart™* ensures all of your members take maximum advantage of their cards. Make sure *SelectSmart™* is an option you are offering.

SelectSmart™ can also create additional revenue opportunities through advertising and promotion. Consumers accessing the web site are available to view special promotions and plan features from new and current partners. Create direct links to partner sites.

Kiosk branding and co-branding can keep your name forefront in consumers’ minds.

Encourage communication ... during card portfolio updates customers could be asked to respond to certain questions about previous program usage and experience; future plans; requests or suggestions. You may wish to offer an e-mail service providing advance notice to *SelectSmart™* users of upcoming promotions or special incentives within partner programs.

Deliver **real value** and **personal control** to your smart card users.

Your customers ~

Their programs, Their rewards, Their way ~

SelectSmart™