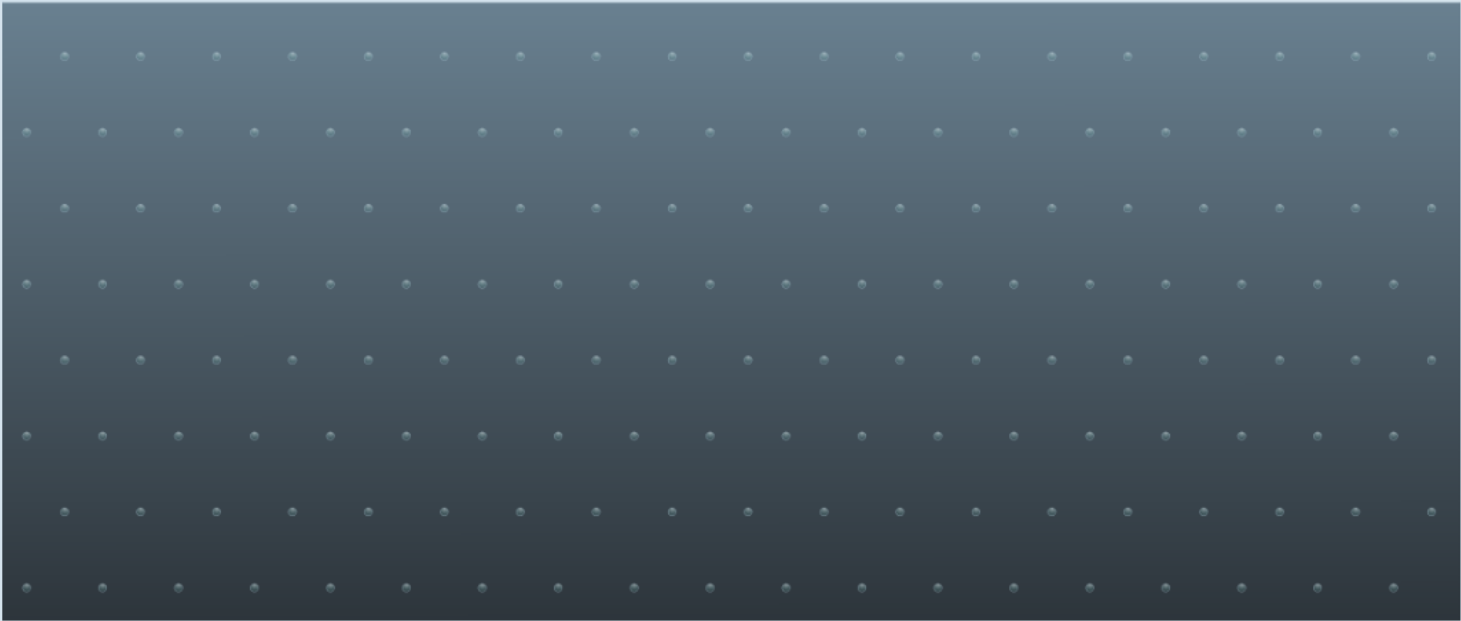


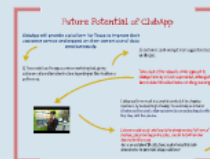
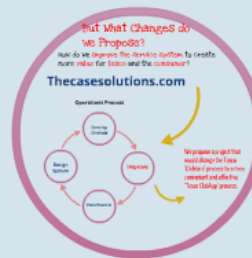
TeSco: Delivering The Goods (A)



Thecasesolutions.com



TeSco: Delivering The Goods (A)



Source: thecasesolutions.com

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Tesco Clubcard

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The Tesco Clubcard System is used to help Tesco Analyze **Purchasing Habits** and **Preferences** of the customer in order to target them with certain products



- Tesco use this **Information** to **efficiently** stock their store and anticipate changing **preferences**
- The customer receives vouchers depending on their **Habits** and **Preferences**.

Vouchers=Savings=Satisfaction

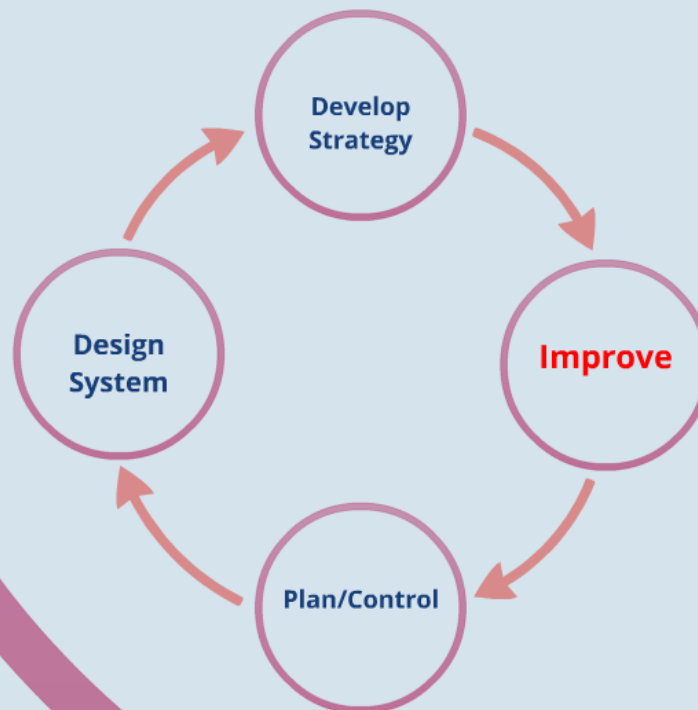


But what Changes do we Propose?

How do we improve the service system to create more value for tesco and the consumer?

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Operations Process



We propose a project that would change the Tesco 'Clubcard' process to a more convenient and effective 'Tesco ClubApp' process.

Key Changes to Service Package

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Implicit Service

- 1) **Sustainability:** Upon choosing to use the ClubApp, customers will be given the option to terminate all their paper correspondence with Tesco (Vouchers, receipts and leaflet delivery).
- 2) **Finance:** With the E-receipts feature, customers will have the option to review how much money they are spending and on what. This will break down a customer's spend for certain months e.g. December and on the categories of products they buy in that month e.g. £50 on alcohol. Even if no explicit action is taken to alter spending in line with a customer's budget, by allowing the customer view this data they will feel as if they are on top of their spending and budgets.

Explicit Services

- 1) **Efficiency-** All vouchers will be issued through ClubApp (no more need to scan individual vouchers voucher at till, numerous vouchers can be redeemed with one touch)
- 2) **"Showrooming"-** As the "check all deals" service from website will be accessible through ClubApp (customers can check all deals through App before/during shopping)
- 3) **Convenience-** Customers receipt history is stored on the App (useful when monitoring past purchases, budgeting or providing proof of purchase when returning items)
- 4) **Default Shop-** The app will integrate the already in place tesco delivery system. (Customers can go through their receipt history and choose to get the same shop delivered to their house).

ClubApp Prototype



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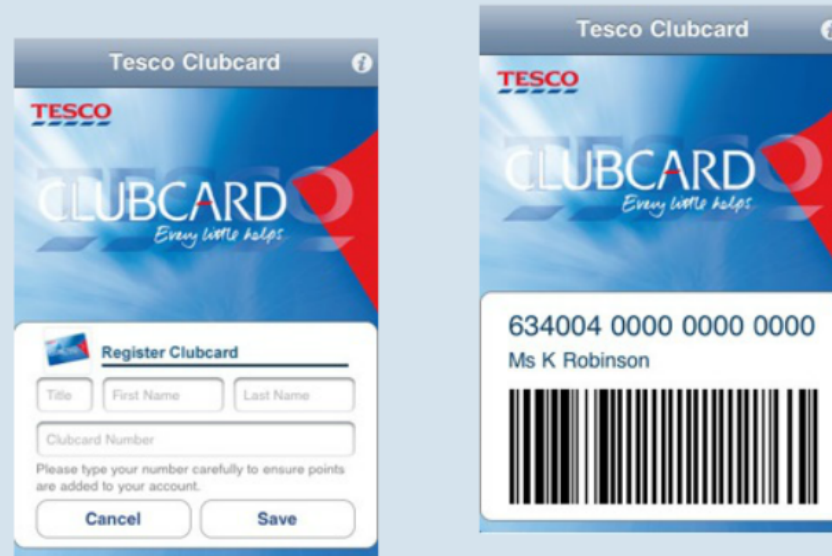
Customers will
download the
ClubApp free
from the
Appstore



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A **personalized account** is
set up on ClubApp.
Customers input the
same details as before
regarding age, gender etc.
Tesco use this info when
analyzing customers

Prototype of User Interface



Tesco Clubcard

TESCO

CLUBCARD
Every little helps.

Register Clubcard

Title First Name Last Name

Clubcard Number

Please type your number carefully to ensure points are added to your account.

Cancel Save

Tesco Clubcard

TESCO

CLUBCARD
Every little helps.

634004 0000 0000 0000

Ms K Robinson

[Barcode]

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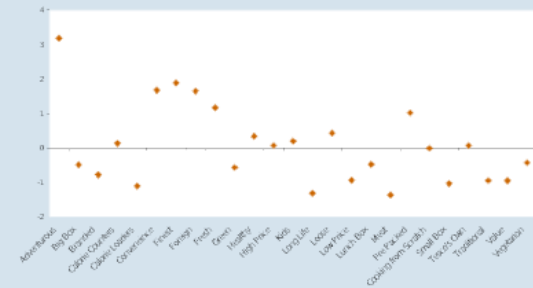
Here is an example of a customer redeeming multiple vouchers at the checkout with "near field communication"

ClubApp is an information based opportunity creating value for Tesco

- Tesco currently use the information gathered on customers to build "DNA" profiles based on their purchasing habits & preferences.

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Typical Tesco "DNA" profile



*But how does ClubApp
improve on this level of
this data?*

Included in the app will be an E-receipts feature which will essentially house all the previous shops the customer made using the ClubApp. Both Tesco and the customer will have access to this data!