

Paper presentation:
“Customers’ own information in-store”

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Topics

- ✓ Life Example
- ✓ Real Assumptions
- ✓ Key Definitions
- ✓ Loyalty programs redesign with RFID
- ✓ Who benefits more? A Two-way dialog with a reward!
- ✓ Privacy guideline for loyalty programs

Life Example



Real Assumptions

RFID is used on item level

Loyalty cards have RFID tag embedded

RFID interacts with other privacy friendly technologies in-store

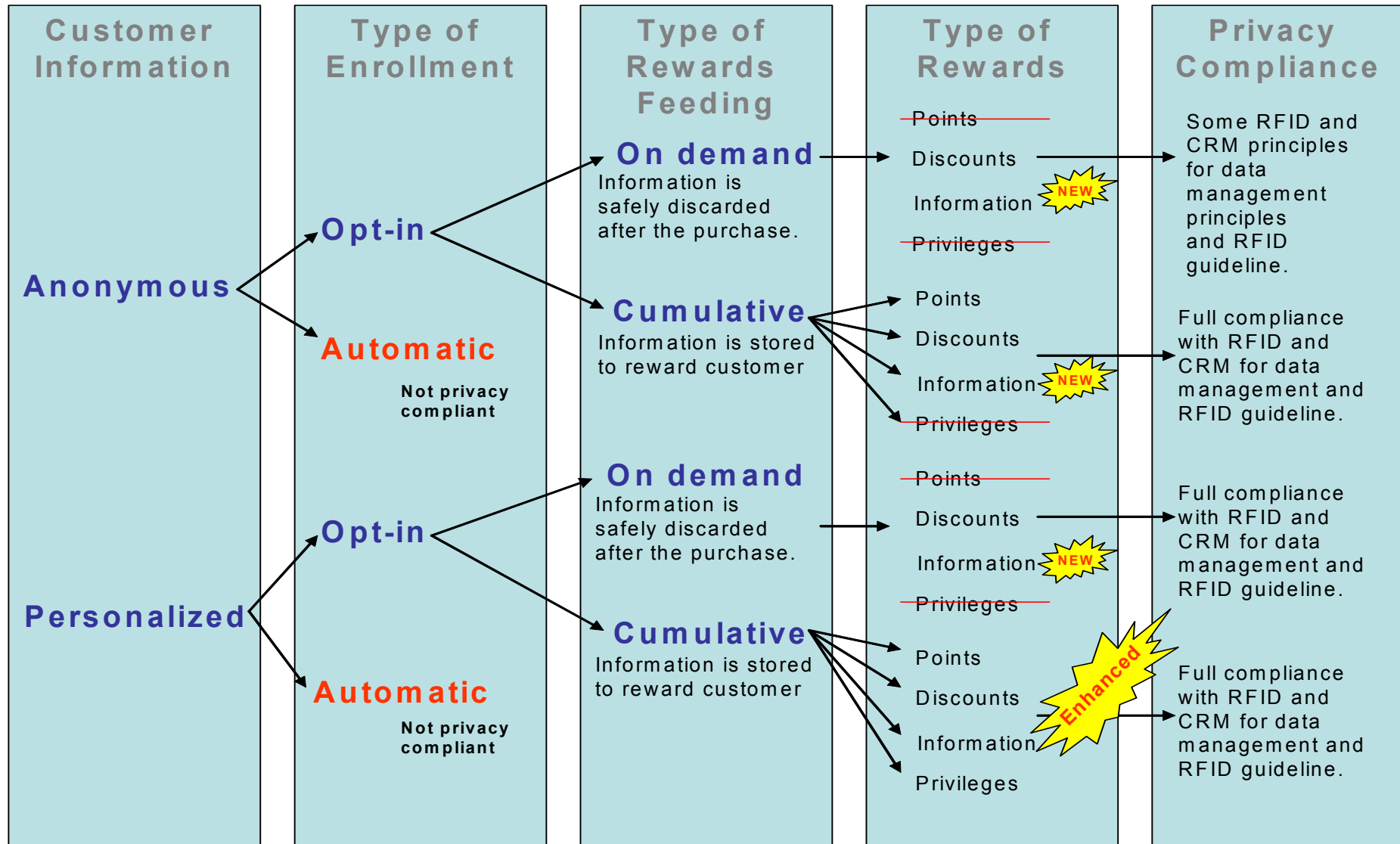
Key Definitions

Loyalty programs are designed to increase customer patronage of a brand

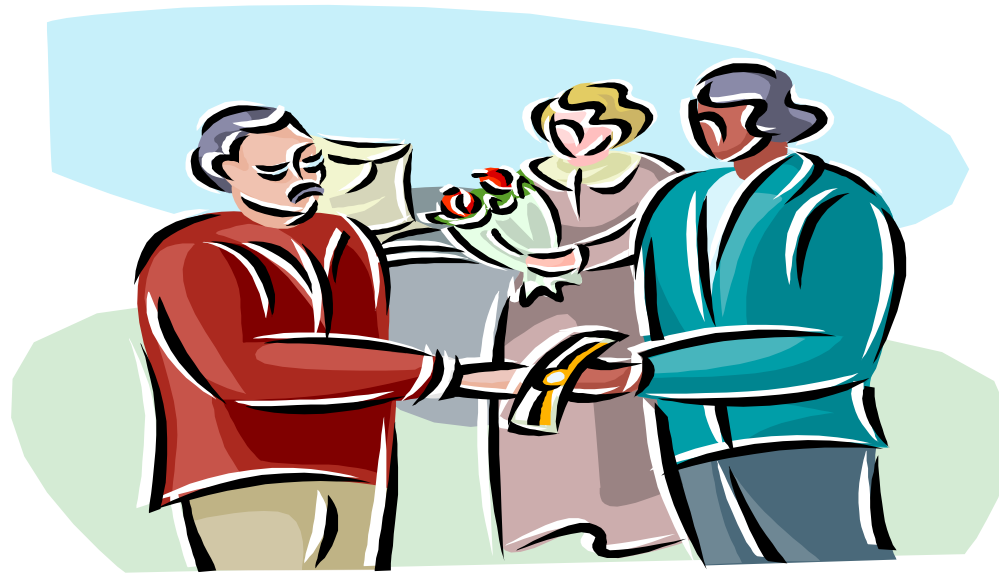
Benefits for the retailer: Increased measure accuracy existing customer behaviour reports.

Benefits for customers: Increased rewards and information feedback about the customer buying behaviour.

Loyalty programs redesign with RFID



Who benefits more? A Two-way dialog with a reward!



Privacy guideline for loyalty programs

- 1. Customers should be able to realise the benefits of the system.***
- 2. The loyalty program provider should comply with data regulations in place for each country.***
- 3. A person has the right to know when, where and why RFID tags are being read.***
- 4. RFID tags either on loyalty cards or products should not store personal data, they should store numbers.***
- 5. Customers should be provided with the necessary means to alter the read range or deactivate tags from products and cover cards from being read when they choose to do so.***
- 6. Customers should have the right to use services without RFID enabled loyalty cards.***
- 7. Customers should have the right to disclose their information in public when desired.***

Key Sources

Selected Books and dissertations:

- Brofman F. (2007) *“Radio frequency identification (RFID) and loyalty programs: How to address consumers’ privacy concerns (Based on TESCO Plc loyalty program)”* [Forthcoming E-MBA dissertation, Royal Agricultural College]
- Albrecht K. (2005) *“Spychips”* First edition. Nelson Current.
- Humby C., Hunt T., Phillips T. (2007) *“Scoring Points”* Second Edition. Kogan Page.

Selected papers:

- Brofman F. & Aguiar L. (2006) *“Customers’ benefits inside the retail store with RFID technology”* RFIDjournal Available from:
<http://www.rfidjournal.com/whitepapers/6>

Selected webpages:

- <http://www.rfidjournal.com/>
- <http://www.autoidlabs.org/>
- <http://www.epcglobalinc.org/home>

