

## Nectar

**Company:** Loyalty Management UK

**Industry:** Retail

**Headquarters:** London UK

### Solution

- EMC Consulting conducted an in-depth envisioning process
- Created a number of proofs of concept and built an extensive prototype
- Delivered production-quality, presentation-layer code and design to LMUK's development partner

### Deployment Environment

- Supplier-neutral web technology

## Online enhancements benefit Nectar and deliver increased value for collectors and sponsors

### Company Profile

Loyalty Management UK (LMUK) owns and operates major, retail-based customer loyalty programmes. It also provides database marketing and consulting services to retailers, service providers, and consumer companies worldwide. Half of all UK households own a Nectar card, making it the UK's largest loyalty coalition programme.

### Challenge

With an increasing array of sponsor partners and rewards options, the Nectar site needed to clearly and effectively communicate the benefits of the programme to its collectors. It also needed to simplify the process of redeeming points for rewards and offer improved self-service options.

### Solution

EMC® Consulting\*, part of EMC Global Services, worked closely with LMUK to redesign the Nectar website. The project began with an in-depth envisioning process, followed by detailed planning and specification. Proofs of concept were then created before an extensive prototype was built. This ensured that LMUK had a clear picture of the site's look and behaviour while its development partner had access to production-quality, presentation-layer code and design from the outset.

### Highlights

- LMUK chose EMC Consulting to overhaul Nectar's website then devise and implement an on-line marketing strategy.
- EMC Consulting's team of technology experts, designers, business and user-experience consultants meant that the website was designed with equal importance placed on each key area.
- After the website was launched, LMUK retained EMC Consulting as Nectar's on-line marketing agency with a remit to devise on-line strategies to increase audience numbers.
- Work included the creation of on-line and e-mail campaigns, providing Nectar with a regular communication channel to a core group of responsive collectors.

### Results

The new website site is easier to use and website page impressions have increased by 41%. Calls to Nectar's call centre and e-mail queries via the online FAQ system have dropped significantly. Over half of "Nectar to Your Door" rewards are now being redeemed on-line. Enhanced functionality means that collectors can quickly see their account balances online while a rewards catalogue helps them see what they can buy with their points. Boosting collector interaction through the Nectar website has increased value for the collector and delivered maximum benefit for LMUK and its sponsors.

\*EMC Consulting delivered this project through acquired UK-based company, Conchango, which combines consulting skills with creative and technical expertise.

**“The evolution of on-line communications has always been a core element of LMUK's strategy and the success of this stage in development has been outstanding.”**

**Simon Hawkes**  
Chief Operating Officer  
LMUK

