



Case Study

United Co-op Society

The United Co-operative Society, one of the UK's largest co-operatives, was looking for new ways to improve their margins and decided to introduce a storecard loyalty scheme managed in-house using Financier from Welcom Software. As well as saving on outsourcing costs, the system will also provide a valuable bank of customer data.

Introducing a storecard is a simple way to manage customer loyalty and research has repeatedly shown customer retention is seven times more profitable than finding new customers (source: Bain Group). Financier will enable Co-op to offer a variety of storecard products, integrated with Credit Reference Agencies, arranged payments and arrears progression, as well as providing extensive reporting, marketing and card maintenance capabilities.

"United Co-operative's goal is to provide customers with a complete range of services," comments Stephen Johnson, Chief General Manager. "This goal clearly demands that we operate with efficiency and hold the customer at the heart of what we do. Financier will help us serve our customers more efficiently and enable each customer relationship to be managed in a more integrated way."

Nigel Welch, Welcom Software's Chief Executive Officer, describes how Financier will help Co-op. "Customers today expect choice and high quality customer service," Welch said. "Customer-focused technology like Financier will help United Cooperatives add value to their service offerings. Financier enables greater cross-selling opportunities by providing a holistic view of each customer relationship. Also, they will have the flexibility to launch new financial products, swiftly and easily."

Through technology like Financier, United Co-operatives will provide an unrivalled choice in paying for goods. Customers will only need one card to purchase a wide range of products, from foodstuffs through to white goods.



**Software is only as good
as the people who make it**

