

**FIDEL**



## Why intu chose Fidel to help drive customer loyalty and foot traffic to its shopping centres

*With Trevor Pereira, Commercial and Digital Director at intu*



WEBSITE \_\_\_\_\_ [intugroup.co.uk](https://intugroup.co.uk)

INDUSTRY \_\_\_\_\_ Retail

TYPE \_\_\_\_\_ B2C/B2B

CUSTOMERS \_\_\_\_\_ 400M visits/year

intu owns and runs some of the best and most popular shopping centres in some of the best performing locations in the UK and Spain. With over 35 million unique visitors every year, the whole business is focused on creating the best destinations for

shopping and leisure and the most compelling customer experiences, so that shoppers visit more often and stay longer.

## The challenge

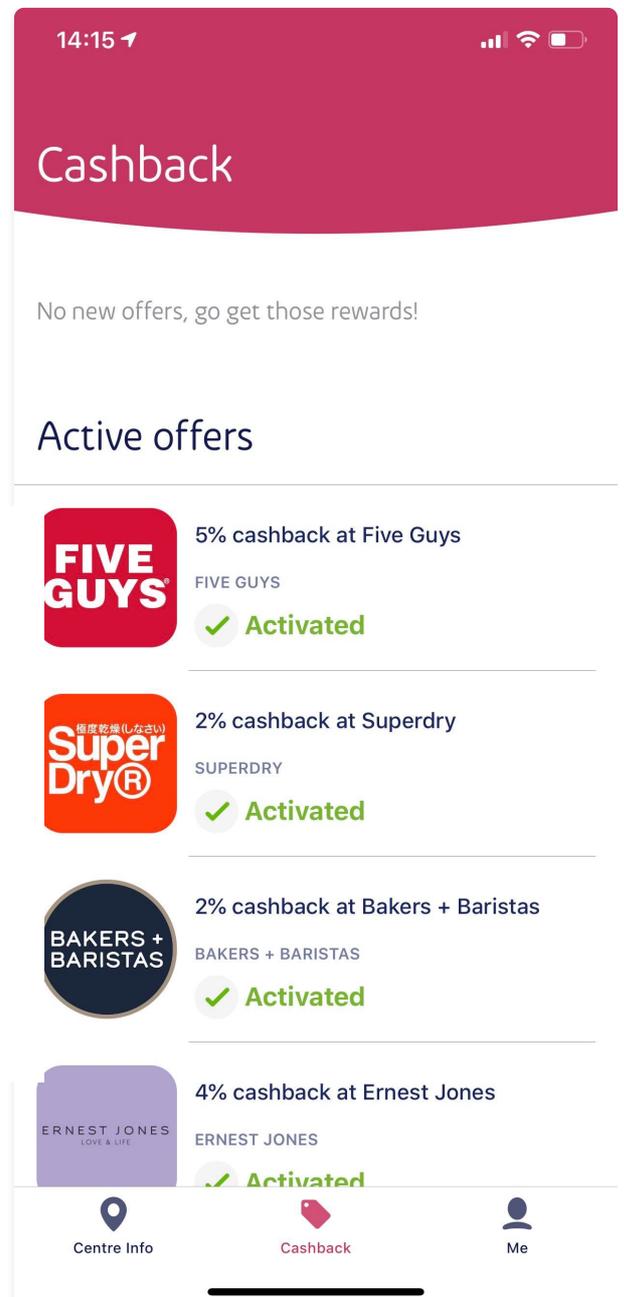
With around 400 million customer visits in 2018, intu wanted to uncover useful customer data that would create more meaningful and personalised customer experiences, with the result being increased spend and time spent with the retailers at intu shopping centres.

Only a small amount of data was being collected about intu's customers through the previous intu app, and it wasn't driving loyalty. It was time to look at new ways that the app could be used to keep customers coming back.

“With 400 million customer visits a year, we are well placed to create unique customer experiences and ensure the retailers in our centres continue to thrive.”



**Trevor Pereira**  
Commercial and Digital Director at intu



## The solution

What separated Fidel from other card-linking providers was the ease of integration and transparent pricing, something that is often hidden behind closed doors in the loyalty industry. A direct partnership with Visa or Mastercard was also considered, but the time it would take to negotiate a partnership with each card scheme separately, become PCI compliant, and the complex integration meant that intu would not be able to launch a new app with card-linking in the planned 12-month timeline.

Using Fidel, intu was able to create an in-store cashback app that allows retailers to drive footfall by rewarding customers for spending in physical stores. When a customer downloads the new intu Pocket app, they are prompted to link their payment card and that's it! When the customer visits an intu centre and shops at a participating retailer, they earn cashback. They can then withdraw their cashback to their bank account when they reach the minimum threshold of £5. intu can now identify customers (anonymously) through their card transaction, the store they spend at, as well as their location, all using Fidel's API.

intu launched card-linking in April 2019 and started promoting it to an opted-in email database, plus other channels such as in-centre wi-fi and social media, before a full customer launch in June 2019.