



## Background

Tuxedo is the leader in the prepaid card provider market. It focuses on affordable prepaid cards and other innovative products that offer security, convenience and control. They also produce branded prepaid cards for businesses and partners. In 2008 Tuxedo appointed Collinson Latitude to provide an online loyalty programme that would grow customer acquisition and engagement.

## The Challenge

To provide Tuxedo with an online loyalty programme that increased customer acquisition and usage of their prepaid credit card, We aimed to:

- Provide a value-added service for their customer base
- Optimise customer retention
- Drive online activity and provide users with extensive ways to earn and redeem points
- Off-set some of the Tuxedo transaction fees specifically against online spend
- Extend customer loyalty with an engaging programme of attractive offers
- Provide differentiation from competitors

## Our Solution

In conjunction with our digital agency, Vivid Lime, we supplied a fully branded, customised online shopping portal called tuxedocashback.com. Using the RewardAll™ proprietary reward platform it enables members to get cashback during their online shopping.

Currently, it has over 1,000 e-tailers in the UK – including Apple, Virgin Atlantic, John Lewis and Tesco – and continues to grow.

## Results

We successfully created a new route to revenue for Tuxedo, with a customised eCommerce solution – tuxedocashback.com – created and launched in just under a month.

In excess of 6% of the current Tuxedo cardholder base has signed up and the 'Click to purchase' ratio is meeting expectations. The shopping portal is now a key cardholder benefit and encourages increased card usage.

The proposition has been included in their TV, press and online acquisition campaigns and a strategic partnership has been launched with leading UK publications The Sun and The Times newspapers.



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