

Interchange award-winning app development delivers for Aimia



Aimia Inc. is a data-driven marketing and loyalty analytics company. It provides clients with the customer insights they need to make smarter business decisions and build relevant, rewarding and long-term one-to-one relationships, evolving the value exchange to the mutual benefit of both clients and consumers.

The Nectar loyalty programme is run by Aimia and is the largest scheme in the United Kingdom. It has a number of partners, including Sainsbury's and it has grown to include over 14 companies and over 400 online retailers.

The challenge

Aimia sought to develop a smartphone app as part of its push to create a more engaging loyalty program for Nectar and a stronger marketing tool for Sainsbury's. It wanted to use customer insight and events to reward members in a more personalized and relevant way.

The solution

By working closely with Aimia, we designed an application for Nectar point members to help them access and manage their account via their smartphone in a clear, secure and simple format. Users can review their points balance as well as a range of value-added offers and services. The app allows for pictures of the products on offer but also video content, and can integrate with calendars, which also provides helpful reminders for members before an offer expires.

The 'Store Finder' feature lets members see stores where they can collect or spend Nectar points locally or select from another geographical location. Stores are highlighted on a flexible map view or as a list and users can drill down to see details including opening times and facilities. Members can also use the maps to navigate and even phone the store via the app.

The application also offers location-based reminders that are activated once the user is close to a store which has relevant offers.

The app integrates with Nectar servers so that when members make purchases in store the reward can be allocated.

Other features cover online shopping use, including an A-Z list of stores, search options and access to bonus deals. Nectar has made an arrangement with Yahoo! so that using the Yahoo! Search engine from within the application allows the member to earn points for each valid search performed.

Well-received by users, the app is boosting relevance and use of the Nectar card and with an in-built review feature, where users are prompted periodically to submit reviews, the user experience can continue to be improved.

The customer experience

"Aimia chose Interchange to build the Nectar, Sainsbury's smartphone apps based on recommendation. I can say this was a great choice as they were really easy and flexible to work with."

"From the outset we were impressed with their depth of mobile development knowledge and experience. More than that, they were really pragmatic and business focused, therefore consistently delivering exceptional quality. We would not hesitate to work with Interchange again as we have found them to be a talented and professional development partner - real team players."

Mike Oke, Head of Mobile and Social Media / IT, Aimia

