

# MobileLime at Broadway Markets

Imagine a loyalty program where 82% of your shoppers join. Meet Broadway's interactive cell-based cardless loyalty system.



## About Broadway

- Headquarters: Cambridge, Mass
- Area of Operations: Boston
- Number of Locations: One store with major catering operation
- Web site: [www.broadwaymarketplace.com](http://www.broadwaymarketplace.com)
- Focus: intensely shopper-oriented, high-service multi-market store known for quality prepared foods



*Fully integrated with ISS45, MobileLime®*

*Loyalty and Payments satisfies Broadway's upscale Harvard Square shoppers.*

**Broadway Marketplace** — an upscale Cambridge, Massachusetts hybrid grocery store — needed to offer its Harvard clientele a loyalty program that would reward their patronage while enabling Broadway to communicate with customers immediately.

And with measurable impact.

Broadway sought out a way to get their messages out quickly. But the cost of advertising in Boston's major metropolitan newspapers is simply out-of-reach for a single-store independent grocery operator. Traditional circulars proved ineffective, and Broadway's internal resources were limited.

Clearly something new and innovative was needed.


## The Solution:

After considerable searching, Broadway Marketplace selected a solution from MobileLime. Integrating with Broadway's existing ISS45 system, MobileLime uniquely combines relationship-based mobile marketing, loyalty, and electronic payments that enables grocers to offer shoppers special savings linked to cell phones.

Rather than issuing a loyalty card or randomly assigned number, MobileLime turns a shopper's cell phone number into their unique member number, offering a new and effective way for Broadway Marketplace to build personalized relationships with its customers.

The cashier simply enters the member's cell phone number at checkout and the shopper receives instant item-level savings toward purchases, enhancing customer loyalty and satisfaction.

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Once Broadway Marketplace customers sign up for the Mobile Rewards program through MobileLime, they may opt-in to receive weekly emails and relevant text messages on their cell phones containing exclusive interest and event-oriented alerts, specials and savings on hundreds of items store-wide from the grocer.

The MobileLime technology was simple to install as a seamless plug-and-play integration seamlessly into Broadway's ISS45 point-of-sale system. MobileLime handled all the technical implementation, in-store promotions, member enrollment and communications and database management. Post-launch, MobileLime is managing all Broadway Mobile Rewards program communications – email and SMS.



With the MobileLime Interactive Cardless Loyalty program, Broadway Marketplace is now able to communicate offers to its customers before, during and after each purchase transaction, directly influencing buying behaviors at the point of sale. In addition to a loyal customer base, Broadway Marketplace is building a customer database that contains valid customer cell phone numbers, emails and customer preferences.

The grocer now provides a combination of service cachet, encouraging shoppers to come back often and spend more.

The rewards program has been met with great success. Since the program was launched in September 2005, nearly 82% of Broadway Marketplace customers have joined. In the same period, more than 64% of the people who signed up used the loyalty program on an ongoing basis when making a purchase.

#### **StoreNext ISS45 MobileLime integration specifications:**

##### **➤ POS software support:**

- ◆ ISS45 8.8.1-050 (and subsequent)
- ◆ ISS45 7.10.0-050 (and subsequent)

##### **➤ Electronic payments software:**

- ◆ WinEPS™/OpenEPS™

##### **➤ PIN pad – payment terminals:**

- ◆ Please contact MobileLime for latest specifications and requirements for terminal and cellular telephone hardware

##### **➤ POS hardware support:**

- ◆ ISS45 V8: all POS terminal hardware and peripherals supported by 8.8.1-050 software
- ◆ ISS45 V7: all POS terminal hardware and peripherals supported by 7.10.0-050 software

##### **➤ POS operating system support:**

- ◆ ISS45 V8: all POS terminal operating systems supported by 8.8.1-050 software
- ◆ ISS45 V7: all POS terminal operating systems supported by 7.10.0-050 software

##### **➤ Server hardware support:**

- ◆ ISS45 V8: all server hardware supported by 8.8.1-050 software
- ◆ ISS45 V7: all server terminal hardware supported by 7.10.0-050 software

##### **➤ Server operating system support:**

- ◆ ISS45 V8: all server operating systems supported by 8.8.1-050 software
- ◆ ISS45 V7: all server operating systems supported by 7.10.0-050 software

#### **StoreNext: giving independents the tools to succeed against the rest:**

- **Where Every Day is Independent's Day<sup>SM</sup>** – The leader in retail technology for independent grocers and regional chains, Storenext dealers give you a one-stop source for packaged IT solutions. Storenext is the only major technology company to focus exclusively on the unique requirements of independents, and offers a complete spectrum of products; from POS systems to back-office applications – and everything in between. Storenext ISS45 and ScanMaster are the best-selling POS systems for independents, and provide the advanced technology and rich feature set that were previously available only to large chains.

#### **Find out more:**

- **Contact your certified StoreNext dealer today** – your dealer and StoreNext can help you offer your shoppers the convenience and service of MobileLime.

StoreNext Retail Technologies  
6100 Tennyson Parkway  
Suite 130  
Plano, Texas 75024  
800.298.0151  
[www.StoreNext.com](http://www.StoreNext.com)

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