

Sartrouville: a unique loyalty card for merchants

An original loyalty offer, based on the cooperation of several brands, is launched in the city. It is associated with a website that will geolocate local shops.



Sartrouville, this Thursday. Benoît Nojac and Brigitte Thouvenin worked together on this project intended to energize and support local trade.

A loyalty card common to several Sartrouville merchants. With the possibility of capitalizing 2% of the value of its purchases in each of the shops and spending this kitty in any partner brand.

This is the Unique card. It was imagined, designed and launched by the Union of traders, craftsmen and liberal professions of Sartrouville (UCAPS) in collaboration with the city and with the support of the Action Coeur de Ville program.

This Thursday evening, the website affiliated with the Unique card, www.sartrouvillecommerces.fr, is officially launched.

Here are geolocated the sixty businesses that are members of UCAPS, including the 17 that accept the single card. The site exists in a standard version, but also in a mobile version, to facilitate customer research.

“Thirty businesses and 10,000 cards in circulation at the end of 2019”

It also allows you to subscribe to a card online - free - in order to withdraw it from one of the affiliated merchants. The Unique card will be usable from December 1st. The time to deploy the IT equipment in the shops and then to train the merchants.

Behind this initiative to support local trade and boost local economic activity, a tight team around Benoît Nojac, business manager and member of UCAPS, and Brigitte Thouvenin, digital specialist and municipal councilor. *“We are starting with 17 businesses and we are launching 4,000 cards initially, detail the two designers. Our goal is to reach 30 businesses and 10,000 cards in circulation by the end of 2019.”*

“We are looking to develop several other services associated with the card, adds Brigitte Thouvenin. Registration could enable mailings, organize events for customers' birthdays, announce special operations...” They also anticipated other types of uses since this card is compatible with... parking meters. *“We can imagine that one day soon, we will also be able to pay for parking in town with our Unique card”*, concludes Benoît Nojac.

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