

The Client

Chop'd is a new chain of salad bars. Customers are invited to pre-order their lunches online, request office delivery online, or stop by one of the Chop'd outlets to enjoy a delicious range of made-to-order salads, soups, and breakfasts. The aim of Chop'd is to make healthy eating as easy as possible.

With outlets in London's busiest commercial districts, Chop'd has developed its offer to respond to customers' individual eating habits by studying feedback on its offering and adapting its menus to suit.



“Our solution has already blown our objectives and given excellent returns. The combination of Codilink, Rebound Solutions and J2 Retail Systems has given us a wonderful solution that means we have in place the IT side of our proposition for healthy eating and long-term loyalty.”

Jasper Wight, Managing Director, Chop'd

The Benefits

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As part of its quest to personalise its service for customers, Chop'd chose to implement one of the world's first mobile loyalty systems, which would reward its returning customers whilst monitoring food quality, stock and purchasing habits.

Converting users' mobile phones into loyalty cards, Codilink's UK distributors, Rebound Solutions Ltd, together with J2 Retail Systems provided Chop'd with its own easy-to-use intelligent EPOS system, combined with a fully integrated mobile loyalty platform.

The Results

- Rebound Solutions' experience combined with the full backing of J2's in-house design and technical support team allowed the creation of a bespoke solution meeting all the client's needs
- EPOS based M-loyalty scheme provides feedback on individual purchasing habits without the need for form-filling
- Users' mobile phones become their loyalty card
- Simplicity of J2 touchscreen operation provides quicker transaction times during busy periods
- Traffic and transactions can be monitored in real-time



Information

The Challenge

Chop'd approached Codilink and Rebound Solutions Ltd to provide it with a solution which could monitor food quality, stock and turnover and provide a genuinely valuable loyalty scheme to its customers. In particular it wanted to gain useful feedback on purchasing habits without asking its customers to complete time-consuming forms. Rebound Solutions turned to J2 Retail Systems to provide it with the touchscreen technology to run its tailored solution for Chop'd whilst providing a high level of reliability, along with the hardware that could support Codilink's unique mobile loyalty platform.

The Solution

After a thorough review of the Chop'd requirements, Codilink developed a unique barcoded 'M-Loyalty' scheme, which Rebound Solutions installed into J2's 500 series of touch screen tills. The system allowed customers to store their barcoded loyalty 'cards' in their email inboxes or directly onto their mobile phones. The barcode could be saved to users' mobile phones as a photographic image, which could then be scanned through a webcam connected to the J2 520. The solution automatically adds or deducts points if the entitled free offers have been earned, making it easy to use for clients, whilst delivering real time CRM information to Chop'd.

The Outcome

In addition to being a forward-thinking retailer, quick to embrace the latest technology, Chop'd is also a food outlet, serving high numbers of customers at peak times during the day. The installation of the J2 520 not only provided the resource to run Codilink's unique technology, but it also allowed quick and easy transactions via its compact, counter mounted touchscreen. With Rebound Solutions and J2 on hand to deal with any maintenance issues, Chop'd has been able to integrate the new system quickly and efficiently and its new 'M-Loyalty' system is already proving a success.

J2 520

Providing both thick and thin client operating options, J2's 500 series of touchscreen solutions eliminates unnecessary moving parts by being fanless. They can be configured as thick or thin client for Microsoft embedded operating systems including CE.NET and XPe, or non-embedded systems such as XP, WePOS and Windows 2000.

Designed with the rigours of the foodservice, retail and kiosk industries in mind, the J2 520 has a sleek and elegant design and provides an ultra-compact 8" by 9" footprint, thereby freeing up valuable counter space and maintaining all of the benefits of an open systems environment. Available wired or wireless, the innovative J2 500 series provides a long duty cycle and maximum return on investment.



Partners

About J2 Retail Systems

J2 Retail Systems is a leading designer of innovative touchscreen computers, LCD touchscreen monitors and point of sale computers developed primarily for the retail and hospitality markets.

Working with distributors, resellers and direct-to-market, J2 Retail handles contracts throughout the UK and Europe, whilst a subsidiary office based in California, USA covers the USA, Canada and South America.

J2 Retail provides off-the-shelf and bespoke EPOS solutions and is a global leader in 'thin client' EPOS systems. The company's clients include a number of leading high-street retailers and leisure operators.

About Rebound Solutions

Rebound Solutions Ltd partners with Codilink to promote, develop and deploy real-time

tailored solutions which can be applied to numerous industries. With a focus on strategic planning from the outset, Rebound Solutions' expertise in mobile bar-coding, ticketing and couponing, IT infrastructures and managed services improves its clients' overall efficiency, effectiveness and success.

About Codilink

Codilink is a mobile marketing agency that provides technological solutions and services to advertising agencies and end-clients that enable them to easily launch mobile marketing campaigns or to add a mobile element into their current media strategies. It has successfully run campaigns for clients including VW, Audi, Honda, Philips, L'Oreal and Walls, and has Agency partners including Optimedia, Saatchi, BBDO, DDB, Grey, Universal McCann and TBWA/Tequila.

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