Abstract

A TRANSACTION REWARD SYSTEM

A transaction reward system is disclosed for rewarding a purchasing customer at point of sale without the need to customise the point of sale system or payment acceptance terminal at the point of sale, install any reward device at the point of sale, and/or issue any physical loyalty or reward card to the customer. The transaction reward system comprises a mobile device arranged to receive at the point of sale purchase transaction information indicative of a purchase transaction, and a server remotely located relative to the mobile device and arranged to communicate wirelessly with the mobile device. The mobile device is arranged to receive an authentication code confirming at the point of sale that the received purchase transaction information accurately represents the purchase transaction and that the purchase transaction defined by the received purchase transaction information occurred at the point of sale. The mobile device is also arranged to communicate the authentication code and the information indicative of the purchase transaction to the server. The server is arranged to make a determination as to whether the received authentication code is valid and allocate a reward to the purchasing customer based on the purchase transaction if the authentication code is determined to be valid. The transaction rewards system is also arranged to enable a customer to redeem rewards that a customer has earned previously against a purchase made by the customer at a point of sale.

Figure 1