

Loyalty Rewards System On Social Mobile Platform

Abstract

[0035] The present invention describes a loyalty rewards system (100) within a social community network (101). The loyalty rewards system (100) is operable on a WiFi or mobile telephone 3G network which is accessible via an internet connection. The system (100) also includes a database (120) that stores at least a list of participating merchants (150, 150a, 150b, etc), a community of customers (140, 140a, 140b, etc.), merchant promotions, loyalty stamps earned and tokens accumulated by each customer (140, 140a, etc). The social networking feature allows customers (140, 140a, etc.) to trade, exchange or give loyalty stamps and post a shopping/dining rating/review whilst merchants (150, 150a, etc.) can post a promotion independently or jointly with other merchants.

[0036] FIG. 1 for publication.