Abstract

A PERSONAL COMMUNICATION DEVICES BASED CUSTOMER LOYALTY FULFILLMENT PROGRAM

A method of conducting customer loyalty fulfillment programs using personal communication devices to allow customers who purchase goods and/or services from a company, to redeem their rewards and for the company to deliver the redeemed rewards to such customers is disclosed herein. The method comprises the steps of sending a short message or "m-voucher" 401 to the personal communication devices 105, 107, 205, 207, 402 of a customer 106, 108, 206, 208; authenticating the "m-voucher" 401 using the customer identification 403 and unique code 404 of the "m-voucher" 401 when the customer uses the "m-voucher" 401 to redeem his or her rewards 405; and canceling the redeemed "m-voucher" 401 to prevent it to be used more than once by canceling the unique code 404 associated with the customer identification 403 from the database 102, 202.

G00001

162162