

Abstract

A TRANSACTION REWARD SYSTEM

5 A transaction reward system is disclosed for enabling a customer to redeem a reward at point of sale. The system comprises a mobile device arranged to receive at the point of sale a merchant identification code identifying the point of sale 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 communicate the merchant
10 identification code to the server, the server is arranged to make a determination as to whether the received merchant identification code is valid, and to retrieve a customer reward balance associated with rewards earned by the customer, and the mobile device is further arranged to receive redemption information indicative of a redemption transaction made by the customer, and to communicate the redemption information to
15 the server. The server is further arranged to update the customer reward balance in response to the redemption transactions, retrieve a SKU redemption code associated with a catalogue item selected by the customer to form the basis of the redemption transactions, and communicate the SKU redemption code to the mobile device. The system also comprises a point of sale system arranged to receive purchase transaction
20 information indicative of a purchase transaction, receive an SKU redemption code, validate the SKU redemption code against SKU redemption codes associated with the point of sale system, and compute the net amount of the purchase transaction by deducting an amount associated with the SKU redemption code from an amount associated with the purchase transaction if the SKU redemption code is determined to
25 be valid.

Figure 1