

VICTORIA PRIVILEGE CARD

If you are a business within SW1, you can become a Victoria Privilege Card member and provide promotional offers that will raise the profile of your business, help you increase your customer base and drive up turnover. Our offer take-up tracking service enables us to provide you with data measuring the impact of the offers on your business. This includes the additional turnover generated by the card offers, who is taking advantage of them and how often.

There is no cost involved in joining the scheme – being located within our footprint is the only prerequisite. If you wish to provide an offer, you determine the offer, the length of its activity, the full terms and conditions, and you are free to amend or change it at any time. Once a new offer is provided, we list it online and also notify all 14,000 card holders about the offer. Only those living or working within SW1 are eligible for a card, so this is a very local scheme to Victoria.

FAQs

Q How often can we change the offer?

A As often as you like. Those who wish to change their offers regularly are recommended doing that at 1-month or quarterly intervals. Alternatively you can run a single, ongoing offer – such as 20 % off the bill.

Q How quickly can the offer go live?

A We can make offers live on the website on the date we receive them from you. We can also pre-arrange an offer and then launch on a date of your preference.

Q If we change the offer do all members receive a notification?

A If an offer is updated or amended, we will only do this on the website, but will not notify card holders. If the offer changes in its entirety, this will be classified as a new offer and will thus be communicated to all members. We also have an active twitter feed.

Q Can we mix and match our offer?

A Entirely up to you. You can do any offer on any items and in any combination.

Q How do you know who takes advantage of the offer? What system tracks them and lets them know they've used an offer?

A When you sign up, you will have 2 options: either request a scanner which we will post out to you. The scanners work separately from your till systems by simply plugging into power supply. Cards are scanned with a QR code. Alternatively, you can download a mobile app for free on android or apple which can scan QR codes of cards. Most participants prefer the latter and install the app on manager phones that then scan cards when the bills are presented. We track scans and can arrange for reports to be sent over to you at request.

Q Does the offer only apply to the person with the card, or is it for them and a specific amount of guests?

A Again, this will be your at discretion. You determine all the terms and conditions of the offers you put forward.

Anything we haven't covered above that you are still uncertain of?

Please give us a ring on 020 3056 7436 or send us an e-mail to privilege@victoriabid.co.uk.