

## Satyam Cineplexes joins Promozone Network

Satyam is wooing its customers by offering free tickets on weekdays. Now, customers get a third complimentary ticket free for every two tickets purchased using their SBI Credit Card, on predefined days.



CINEPLEXES

### Business Challenge

Satyam Cineplex wants to increase both its occupancy rates and revenues. To fill more seats during weekdays, Satyam decided to give away a complimentary ticket on the purchase of every two tickets. Satyam selected SBI Credit Cards, one of the largest card issuers in India, as a strategic partner for this campaign.

The challenge was to execute an effective and hassle-free campaign by automation of the promotion for SBI cardholders right at the point of sale to assure a great customer experience. To achieve this goal, Satyam approached Pine Labs, the retail solutions pioneer, for help.

### Pine Labs' Role

Pine Labs's Plutus point of sale solution is a credit/debit card processing application used by many organized retailers, including Satyam Cineplexes. It incorporates its Promozone platform, a highly flexible promotion engine, which is ideal for execution of Satyam's new campaign

For Satyam Cineplexes, Pine Labs created an instant discount campaign that runs every Thursday. SBI credit card customers are automatically charged for two tickets on the purchase of three tickets, and receive two complimentary tickets for every purchase of six or more tickets. Promozone not only manages campaign delivery, it also monitors transactions and regulates that each cardholder can avail of the promotion only once a day minimizing the risk of fraudulent activity. Moreover, Satyam can update Promozone rules in real-time as the campaign evolves and grows.

### What is Promozone?

Promozone is Pine Labs's proprietary promotion platform that automates the delivery of various forms of campaigns - targeted discounts, secure coupons and gift vouchers for its merchant network. Promozone Network members can also choose to deliver 3rd party promotions on their point of sale and earn incremental advertising revenues.

### What is Promozone Network?

The Promozone network is the community of merchants using Pine Labs' proprietary Promozone campaign solution.

### Promozone Network Members

