

MVoucher

MVoucher from Sonic Mobile has all of the promotional benefits of paper coupons, combined with the immediacy of the wireless channel. Now your phone is your ticket!

The Product

Sonic Mobile is the leader in mobile ticket and mobile coupon solutions based on the creation, delivery and redemption of barcodes to mobile phones.

Sonic Mobile provides a full solution with a hosted MVoucher platform, mobile handset database, data encoding and global connectivity to mobile carriers.

How does it work?

Our MVoucher solutions allow barcodes to be sent to mobile phones offering an attractive alternative to conventional printed barcodes. Used for coupons, tickets, IATA compliant boarding passes, loyalty cards and any other application where paper barcodes are currently used.

Users request vouchers as part of a website signup, a mobile direct marketing campaign or by sending a requesting SMS message. The Sonic MVoucher platform and global network connections then deliver the voucher to mobile handset.

MVoucher can deliver unique bar-coded information to a mobile phone. The barcode is redeemed at the venue, check in or point of sale by simply scanning the mobile phone display.

Dependant on your requirement this can be delivered as a coupon, ticket or voucher. The level of information contained is as simple or as complex as your business needs.

Why do I need it?

Sonic Mobile MVoucher offers huge advantages to your business. It allows you to offer simple and flexible ticketing options to your customers, whilst at the same time improving operational efficiency and reducing your costs.

Key Usage Areas:

- Live sporting events
- Retail coupon redemption
- Exhibitions, conferences and cinemas
- Airline boarding passes
- Train, coach and bus tickets
- Loyalty and Reward cards
- Call to action from TV, radio, outdoor & print advertising

Benefits include:

- Increase sales: Tickets can be sold up until the last minute. Distressed inventory offers can be taken advantage of due to the immediacy of the voucher delivery.
- Tracking: Organisers can track event attendance in real time.
- No PoS software integration needed.
- Passenger convenience: No need to queue! Receive your MVoucher on the move and proceed directly to security checks.
- IATA compatible: MVoucher passes are compatible with existing airport scanning equipment installed for IATA bar-coded boarding passes. The technology supports agreed industry standards including DataMatrix, Aztec and QR.
- Differentiates a brand loyalty scheme: allows instant updating of that brand and helps you reach a whole new demographic.
- Real time CRM data gathering and access.