



# E-couponing in Belgium

## Standard and Test cases

## State of play

Jan Somers – Nicolas Stuyckens

4th March 2010



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## BABM

- Original e-coupon working group was set up within BABM, with following objectives:
  - respond to the growing demand for e-coupons by advertisers,
  - with a standard based on a set of requirements,
  - and acknowledged by all players: manufacturers, retailers and facilitators,
  - excluding the possibility of fraud and compliant with VAT administration rules.
- First results were satisfying but a lack of standardization made it impossible to use everywhere





# History : GS1 Belgium & Luxembourg

## GS1 Belgium & Luxembourg

- GS1 : standards and barcode organisation with parity based supplier-retailer Board
- Development of manual:
  - for all open-circuit e-coupons
  - based on the preparatory work of the BABM working group
  - with a technical guidelines to ensure sufficient security measures
  - and test & approval procedure by GS1 Belgilux



## PILOT

- Pilot phase started on the 1st of August, and ran until 31 October 2009
- All retailers were informed and cashiers were trained to recognize the Internet coupon easily.
- Current status pilot:
  - 6 technical platforms (agencies) have been approved
  - 15 manufacturer –coupon issuers were piloting
- No major obstacles, the project ran fluently.



# Technical aspects : procedure

## PROCEDURE

- Each coupon issuer needs to fill in the application form in annex of the manual (in order to maintain the overview on coupon issuers and the technical platforms they are cooperating with).
- Before going live, each technical platform needs to provide an URL/e-mail to GS1 Belgilux for testing,



# Technical aspects : procedure

- Only when approved by GS1 Belgilux, the platform shall use the GS1 Belgilux approved e-coupon logo.
- Once approved, the technical platform/agency shall not apply any more changes to its concept.
- Approved platforms for e-coupons are listed on the GS1 Belgilux website, under 'Solution Provider Finder' – GS1 Belgilux approved platforms for e-coupons.



## GUIDELINES

- Business requirements for Internet coupons
- Standard
  - Required basic instructions (related to functionality, security and technical functionalities)
  - Design and lay-out of the Internet coupon
- Role and responsibility of the parties involved (GS1 Belgilux, coupon issuer (advertiser/agency), clearing center, manager of technical platform, retail)
- Measures for coupon issuers to avoid retail rejection of Internet coupons
- GS1 Belgilux helpdesk

# Technical aspects : lay-out



**A** **C** **e-COUPON**

**B** **bel**

**G** **0,40 €**

**H** Bij aankoop van een doos  
La Vache Qui Rit  
12, 16 of 24 porties

**F** Voorbehouden aan  
naam en voornaam

**D** Geldig tot :  
31/12/2009

**E** ENKEL BIJ  
CARREFOUR

**I**  
**J**

**K** **INLICHTINGEN HOTLINE** : Tel : ..... – Fax: .....

**L** **GS1** Approved  
e-coupon  
Belgilux

**M**

**N** 015210650800005631S000005631S

**O** Naam uitgever, (web)adres, ...

9 830764 010400



# Technical aspects : basic requirements

- Make use of a technical platform and print software which do not show the barcode and other fraud sensitive features (eg. GS1 Belgilux approved e-coupon logo) on the screen,
- Identify the consumer on the coupon
- Make sure each coupon printed by each individual consumer, is always uniquely identified (by means of a unique EAN-13 barcode and a perso code)
- The face value is restricted to maximum 3 €

# Technical aspects : basic requirements

- Guarantee the barcode and print quality, limit the validity, and make use of copy-proof techniques,
- Limit the number of copies to print/limited number of coupons per promotional action
- Make sure to use a standard format and lay-out, enabling cashiers to recognize an Internet coupon at a glance,
- Make tight agreements with the clearing center.

## MONTHLY MEETING TECHNICAL PLATFORMS AND CLEARING CENTER :

To get insights in the number of e-coupons issued/printed and the number of e-coupons cleared/ fraud percentage/ possible scanning problems



- GS1 standards for e-coupons contribute to an improved acceptance at the check-out and the guaranteed refunding to the retailers.
- Basic requirements and instructions are a must to avoid misuse and fraudulent practices. One lay-out, one design is easier to recognize by cashiers.
- Acceptance of the manual is not mandatory, since GS1 stands for open standards and best practices, but retailers strongly insist on strict compliance with this document.
- This initiative provides opportunities to many technical platforms and marketing agencies active in the development of direct marketing tools.



# Technical platforms approved by GS1 Belgium & Luxembourg

Bonissimo



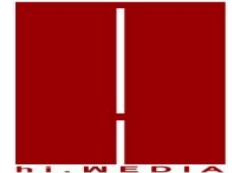
Highco Digital



Citobi



Hi.Wedia



Couponstar



Wanabe



EmailGarage



WDM



## Objective:

To allow consumers to scan barcodes with the mobile phone in order to obtain (more) useful/interesting information on the specific product (via GTIN)



Consumer ↔ Mobile phone ↔ Brand



A consumer has a question about a product he is buying



By using a mobile phone to interact with the pack he finds the answer he needs.



Satisfied consumers, deeper understanding, increased trust, better sales.

# Contact Details

## Barcodes department :

Leen Danhieux : 02 229 18 85

[Ldanhieux@gs1belu.org](mailto:Ldanhieux@gs1belu.org)

Nicolas Stuyckens : 02 229 18 92

[Nstuyckens@gs1belu.org](mailto:Nstuyckens@gs1belu.org)

Robin Goossens : 02 229 18 86

[Rgosseens@gs1belu.org](mailto:Rgosseens@gs1belu.org)

