

Loyalty card data for marketing company

Delivering 99.98% accuracy

A leading restaurant loyalty marketing firm has been a TDEC client since 1999. The company sends timely email promotions to restaurant customers to increase visit frequency and, in turn, increase sales. To obtain the email addresses for marketing, restaurants ask their customers to complete a registration card, providing their name, birthday, and email address.

TDEC PROCESS FOR ACCURACY AND EFFICIENCY

Restaurants collect the loyalty cards and send them to TDEC in special shipping bags. We collect the bags from the postal service daily and transfer them to the TDEC production facility, where the bags are opened and the cards are prepared for document scanning.

Our Document Processing Center is responsible for the work. Documents come from more than 5,000 restaurant locations across the US. We assign envelopes to Document Control Clerks who open them, extract the documents, and prepare them into a batch for scanning. Each prepared batch is assigned to a Scan Operator who visually performs quality control to ensure a legible, readable image.

The next task is indexing at least eight fields from each card's image. The fields are specified by the client, and only authorized data is captured and delivered. The images and indexes created are checked and re-checked throughout the process. At the peak of our use, we processed 10M+ paper cards a day before the company began transitioning to online surveys. TDEC now processes over 100,000 customer paper cards annually, continuing to provide 98.9% accuracy.

SERVICES:

- Loyalty Card Scanning
- Data Entry

Documents come from more than 5,000 restaurant locations across the US

TDEC continually upgrades the platform and processes used for this client to improve communication and enhance security.

In 2024, the marketing company moved its restaurant fulfillment processing to TDEC. When restaurant managers request replenishment of blank loyalty slips and special shipping bags, TDEC fulfills that request. The items are collected and labeled with the appropriate client and store code data, then shipped to the manager.

BENEFITS:

Today TDEC processes over 100,000 customer loyalty paper cards for an email marketing company annually, allowing the company to focus on its core business.

Accelerated data

delivery: The company receives data from the loyalty cards within days of TDEC receiving the cards, allowing them to begin emailing engaged customers.

Process efficiency:

By allowing TDEC to handle the processing and data entry, our client's employees can focus on their core business – relationship marketing.

Quality assurance:

TDEC service gives the client confidence that its contact information is accurate by using established plans for quality control at every step of the process.

ABOUT TDEC:

TDEC was founded in 1958 to provide data entry services to the National Active and Retired Federal Employee (NARFE) Association. For more than 65 years, TDEC has provided state and federal governments, commercial entities, and nonprofit organizations with cost-effective solutions for labor-intensive business process services such as document management, administrative support, call center assistance, financial processing, and lockbox services.

TDEC participates in the HUBZone program, is SOC 2 Type 1 and NARA compliant and TruSight Validated.

For more information, visit [TDEC.com](https://www.tdec.com) or find us on [LinkedIn](https://www.linkedin.com/company/tdec).



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