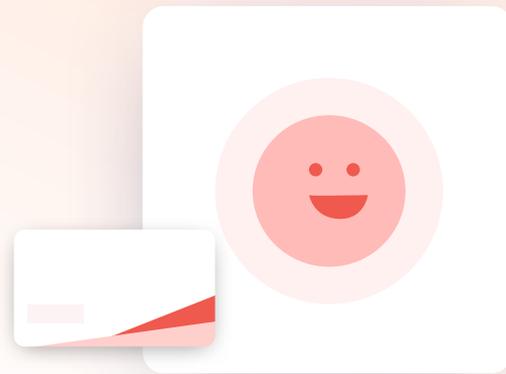


Halfords Drives **Customer Loyalty** Through Digital Transformation



At a Glance



220+ operational hours saved

By switching to WeGift, Halfords freed up a significant amount of administrative time previously wasted on menial tasks.



93% reduction in fulfillment costs

The transition to digital rewards led to a massive saving across Halfords' B2B and B2C gift card requirement.



One-day setup time

It took barely 24 hours for Halfords to get started with WeGift following a simple, non-technical process.

About

halfords

As the UK's leading cycling and motoring retailer, Halfords provides a one-stop shop for bikes, high-quality car parts and accessories, travel equipment and satellite navigation devices.

The group currently has 460 stores offering more than 115,000 different product lines, supplemented by a growing e-commerce division. Many of its locations also provide extra services like weFit, allowing for the installation of car batteries, windscreen wipers, oil and bulbs. Following over 100 years in business, Halfords has become one of the UK's most-loved and recognisable brands.

Halfords in numbers

- Founded in 1892
- 460+ stores nationwide
- £58.8 million in pre-tax profit (FY 2018/2019)
- 11,000+ employees

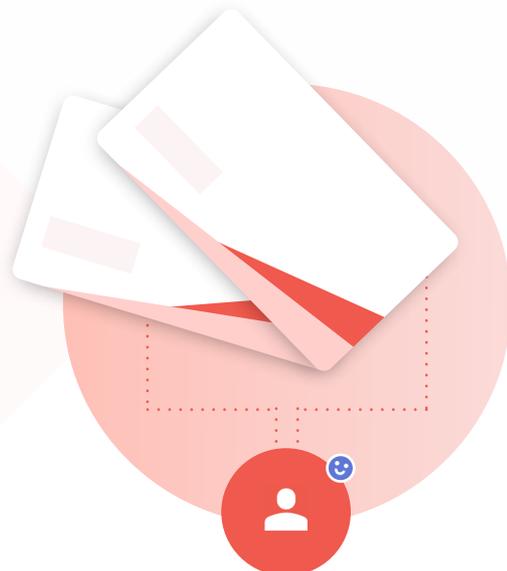
Background

Multiple uses of rewards

Prior to its involvement with digital rewards, Halfords had been using physical gift cards to appease and incentivise its customers for nearly two years.

The B2B side of its strategy involved the bulk selling of Halfords-branded gift cards to private companies. Halfords also used gift cards from other brands within its call centres to pass rewards and goodwill onto its customers.

After researching the eGift proposition, Halfords saw an opportunity to maintain its strategy while opening itself up a whole new market through a digital route to fulfillment. It wanted to reduce the financial and internal burden of appeasing its customers, providing instant resolutions where possible.



Problem

Surrounded by inefficiencies

Halfords' physical reward programme brought the usual headaches. Each card had to be loaded with a predetermined amount by a member of staff. Once completed, the card was sent via post to the recipient. This manual, time-consuming process had a burn on productivity and came at a huge financial and environmental cost.

Time and money were big factors in Halfords' shift to digital fulfillment. However, the use of physical gift cards also handed a poor experience to people who were supposed to be rewarded. Halfords wanted each customer - whether a buyer or consumer - to receive their card when they requested it, not a few days later in the post. These customers also had the issue of having to keep hold of their card prior to its use, and disposing of it thereafter.

The instant, real-time delivery of rewards made sense on a number of levels. For one, Halfords could unlock significant time and resource by trading its manual ordering process with a digital method of fulfillment. It could also eradicate its hefty postage and print costs, leading to a major cost saving, while giving each customer a more flexible and pain-free method of redeeming their card.

Key requirements

- Instant delivery, invoicing and fulfillment of rewards from retail brands
- Automated distribution of branded eGift cards
- Self-serve platform
- Expansive reward network
- Bulk ordering capabilities





Kimberly Jones

Reward, Gift Card, and Channel Sales Manager, Halfords

“When considering the financial, operational and environmental benefits, not to mention their improvement of the customer experience, we were eager to see how digital rewards could fit into our strategy.”

Solution

WeGift’s multi-award winning, API-first technology represents the future of digital rewards. Trusted by industry leaders, it is designed for companies who are looking to bring their gift card programmes into the digital age.

The platform boasts several tools that make it easy to issue rewards to any customer or company worldwide. Through “Connect”, groups like Halfords can satisfy their customers by providing open-value eGift cards from over 500 brands instantly and on demand. They can also drive new revenue streams through “Link”, which connects their branded rewards to buyers across the world.

WeGift also provides complete transparency across the entire eGifting process, with payments, invoicing, reconciliation, delivery and analytics all managed by a single platform.

Features

- Market-leading discounts on rewards from over 500 brands internationally
- Global eGift cards with multi-language and currency support
- Personalised delivery to make customers feel valued
- Automated invoicing and reconciliation
- Full control over selling channels for branded eGift cards
- Promotional tools for running time-sensitive discounts in key periods
- Real-time analytics for tracking redemption, sales and stock

What WeGift delivered

WeGift had a great reputation within the industry. From the early discussions you could tell it would be more of a partner than simply a provider and really embodied the passion we had for streamlining our processes.

We wanted to use the platform in a unique way. Our staff needed complete control over the end-to-end eGifting process and several methods of fulfilling orders, depending on the business requirements. WeGift's experts were methodical and considered when scoping what we wanted and what the solution could deliver on top. The latter was of particular interest, and we soon found that no other partner could match it for speed, ease of use and functionality.

When our call centre operatives were briefed on the switch across to digital rewards, along with the benefits that would bring, they couldn't wait to get started. Thankfully the API documentation was non-technical and easy to understand. WeGift made sure all the commercial terms were to our liking and after just one day, we were ready to explore the platform.

Our team were given the power of rewarding customers instantly, in real time, with full tracking on deliveries and usage. As there is no manual dispatch or loading, they have far more time to respond to calls and serve our retail customers – a win-win on both sides.

Halfords' B2B programme has benefitted massively from the use of WeGift, as seen by improvements to our average load and dispatch times. Our efficiency has improved to the point where we have been able to return the equivalent of a full-time worker back to the business for six weeks.

Lastly, while the technology is a cut above anything else on the market, WeGift's customer service team has been absolutely faultless. Even following issues on our side with loading, the team stepped in to help despite this falling outside of their remit. They go through work at a pace you don't often experience and have all the necessary contacts to help you, even if they can't themselves.

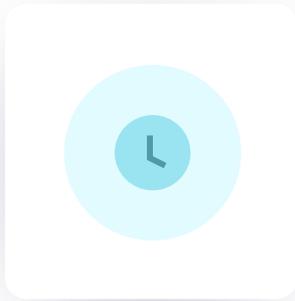


Kimberly Jones

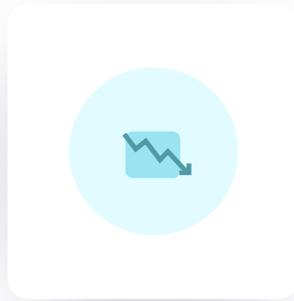
Reward, Gift Card, and Channel Sales Manager, Halfords.

“We needed to calibrate WeGift in a way that suited our plans for B2B and B2C rewards. The platform adapted to our needs and met every possible requirement.”

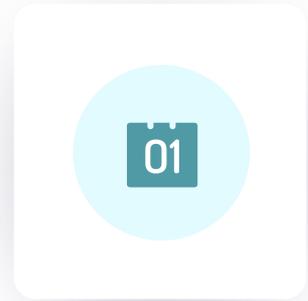
Success in numbers



Over 220 operational hours saved



93% reduction in fulfillment costs



One-day setup time

Summary

Halfords needed a technology partner to guide its digital transformation. In WeGift, it found a platform that could reduce the cost of delivering gift cards by nearly 100% while providing huge operational efficiencies.

The shift across to digital allowed for complete transparency over the use of its rewards - both branded and non-branded - and a more instant resolution for B2B and B2C customers.

By delivering financial, environmental, operational and experiential benefits, WeGift has laid the groundwork for a long-lasting partnership with Halfords.



eGift cards
re-imagined

Ready to see WeGift in action?

[Book a Demo](#)



Have a Question?

[Contact Us](#)

