



Baskin Robbins sees 67% Redemption Rate from Passthais' Groundbreaking Smartphone Programme

PassThai offer businesses an opportunity to drive in more customers to their stores via offering mobile passes based on Apple's Passbook platform

BANGKOK, THAILAND, June 22, 2013 /EINPresswire.com/ -- Baskin Robbins Thailand reported an incredible 67% redemption rate for its Buy 1 Get 1 Free Scoop promotion that it launched recently with PassThai, the groundbreaking new service that allows consumers to download promotions free to their Smartphone for easy redemption at store level. PassThai offer businesses the opportunity to drive in more customers to their stores via offering mobile passes based on Apple's Passbook platform.

Passthai is perfect for retail businesses such as fast food, restaurants, concerts, travel and more. It offers companies a completely new and highly effective way to drive new customers to any or all of their store locations at very low cost and very low labor. Businesses can choose how many passes they would like to make available according to their budget / needs.

During the launch promotion, bit.ly/baskindeal3 , 3,000 people added passes to their phone with 2,000 redeeming the promotion at Baskin Robbins stores in Bangkok.

Consumers simply upload the passes to their smartphone; walk into the retailer to avail the promotion. In the particular case of Baskin Robbins, customers showed the pass on their smartphone to storefront staff and paid Baht 109 to avail the company's Buy 1 Get 1 Free Scoop promotion.

Smartphone users who have the PassThai app on their phones can choose to be notified automatically when they are within range of promotions being run by retailers as they walk through a mall etc.

Gael Ovide Etienne, CEO of PassThai said, "PassThai is a revolutionary new way to drive in new customers. Not only is it simple to use for both customers and merchants, it's extremely cost-effective and more flexible compared to traditional marketing avenues. For businesses, it offers a very simple way to get new business without increasing POP handling by front-end staff. Users simply show the pass to the clerk and pay for the promotion as normal."

Nadim Xavier Salhani, Manager of 3 brands namely Baskin-Robbins, Dunkin' Donuts and Au Bon Pain Thailand said, "We are extremely happy with the results of this first trial with PassThai. Not only was it very easy for our staff to handle, the ability to customize our offerings to specific locations for specific periods affords us with incredible flexibility and tactical advantages. We look forward to working with PassThai to expand this service offering to other businesses under our umbrella."

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