

Statement of Needs: Website Services

Overall Points4Life Website

Requirement	Current Thoughts on Satisfaction of the Requirement
Home Page	A wide range of navigation covering, potential card holder, card holder, Health Professional and Private Partner will all need to come from this central point. In addition links to all other relevant areas through intuitive navigational links are required.
Standard Pages	The site will need to have most of the standard pages expected including: Contact Us (telephone, instant chat and email), FAQ, T&Cs, information on how points4life operates, Media and General Info on points4life.
Content Management System	A full content management system, SEO compatible, is required. In addition documents such as press releases must be capable of being uploaded and of being searched for by external parties.
Build	The website will need to be built based on a site map approved by the Authority.
SEO	The site should be fully SEO'd and on going search engine submission and optimisation must occur to ensure ease of finding by potential cardholders through natural search.
Web Analytics	<p>A full range of web analytics/metrics must be available online at anytime, these should include:</p> <ul style="list-style-type: none"> ▪ Number of hits by day, month, year etc; ▪ Unique visitors by day, month, year etc; ▪ Logins by day, month, year etc; ▪ Unique logins by day, month, year etc; ▪ Most popular referral sites by day, month, year etc; ▪ User path tracking etc. <p>This is to enable further optimisation and development of the website to deliver the best possible cardholder experience. A report writing tool must be provided and training given.</p>
Mouse Tracking/Eyeball Solution	As part of the solution it is expected that some form of Mouse Tracking/ Eyeball software solution will be incorporated to ensure that existing and potential cardholder usage of the site can be tracked and assessed and improvements to navigation and the cardholder experience made.
On-going Site Improvements	Ongoing site improvements and development will result from the analysis of the web analytics and mouse tracking/eyeball solution software. Ongoing improvements will be required to try and attain as high a natural search web ranking as possible for agreed key words.
Application and Data Security	Both the hosting environment and the application itself need to be secure. Unauthorised access attempts should be tracked and reported on a monthly basis.

Application Availability	The website must be available virtually all the time to the members of points4life. Downtime is considered as critical between the hours of 0600 to 0100 (i.e. 19 hours).
Accessibility	The website must meet the W3C's guidelines on accessibility to WAI Level Double-A standard.
Hosting and Performance	A remote hosting platform should be dedicated to points4life and must be capable of supporting significant throughput and data traffic from day one and capable of upgrade to support higher volumes as the business becomes more successful. Proactive database administration capabilities in order to maintain optimal performance on the database is required.

Cardholder Use/Account Management

Requirement	Current Thoughts on Satisfaction of the Requirement
Registration	<p>The main desired channel for registration of cardholders will be the website. The target audience may have either seen a piece of communication and have been directed to the website or have picked up a 'take one' leaflet in a location e.g. GP surgery which has a tipped on/ attached card.</p> <p>Potential cardholders will use the website to create their own personal account. If they do not have a card i.e. have not picked up a take one leaflet, then once the website registration is complete the loyalty platform/website will send instructions to the fulfilment house to send them a welcome pack including a card.</p> <p>If they have a take one leaflet with a tipped on card they will need to enter the number of the card they have and thus register their details against the card number they have.</p> <p>On registering customers will be required to create a secure log in area that is their points4life area. On registering they would advise their name, address, email, mobile phone number and then given bonus points for completing a 'benchmark' questionnaire. It is important these benchmark questionnaires are completed as they form the basis of much of the evaluation in terms of reviewing where cardholders were at the start of the programme versus different stages within it.</p> <p>Cardholders will be given the option to opt in to receive hard copy statements on a six monthly basis. Email statements will be available monthly.</p> <p>Cardholders will need to advise by opting in/out – based on data protection legislation to indicate what hobbies or healthy activities they are interested in and would like to receive offers on along with other behavioural data requested.</p>

Account Management	Cardholders will need to manage their account through the website with the usual lost password/login detail functionality. In addition through the website they can notify of change of address, change passwords, link accounts, donate points to other accounts (both functionality searchable by name e.g. St Michael's School based on the accounts opting in to have their details made public), view points balance and history of earn and burn. The ability to link cards held within one postal address must also exist thus enabling Mother, Father and children to link cards to gain rewards.
Cardholder Charts	Charts and information will be required to motivate earn and burn of points by cardholders within a cardholder's area of the website.
Cards for Under 16s	Where the cardholder's age is registered as being under 16 then a 'parent/guardian' cardholder must also be registered. This parent/guardian cardholder will require the ability to stop redemptions on the card if desired.
Partner Searching	Cardholders will need to search for partners they can redeem points at using keywords entered by partners – see below.
Data Protection Act	Where required cardholders on registration will need to opt in/opt out to receive various forms of communication SMS text, Email and post.
Benchmark Survey	This is a crucial piece of information and cardholders will be awarded a point bonus for completion of this survey. The development of the benchmark survey will be carried out by an external third party (see Statement of Need for Management Services); however building, hosting and collation of data on an ongoing basis will be required. As the benchmark survey will be used to evaluate all aspects of the points4life programme, from recruitment of key Department of Health target segments groups to assessing their engagement in the programme, data from this will be reviewed regularly.

Burning Points

Requirement	Current Thoughts on Satisfaction of the Requirement
General	Cardholders will need to be able to search for burning of points based on either number of points they have, or enter for example anticipated earnings, item type or browse via category or type of activity e.g. auction, experience etc.
Catalogue of Goods	The catalogue of goods will be linked into the website to ensure the catalogue can be reviewed by card holders together with number of points required to redeem indicated against each item. The above search capability needs to extend to all items included in the catalogue.

'Money Can't Buy' and Auctions	The website will also need to convey the special auction and money can't buy offers that are developed e.g. training day with a premiership football club. There will be a requirement to interface adequately to display and at times promote to cardholders these offers.
Burn Explanation Pages - Council	For each non catalogue of goods item that a burn is offered for there will need to be a page that users can click through and view what is being offered and what the terms and conditions are for redemption. Although the exact offer will be confirmed capability and resources will be required build burn pages for the Council and NHSM offers.
Burn Explanation Pages – Private Partners	At some point post launch it is envisaged that private partners will also be able to start offering 'burn' offers. The functionality needs to exist that once a private partner has logged on they can create a burn page offer with relevant T&C's. This should then be searchable under the main redemption listings e.g. join a leading health club for free and get one year's free membership for only 500 points or 250 points and £20 or get half price major brand running shoes at leading retail sports shop for only 100 points.

Healthcare Professionals

Requirement	Current Thoughts on Satisfaction of the Requirement
Overall	It is envisaged that Healthcare professionals will need to award points to individuals based on completion of courses or treatments, although the involvement by GPs will be at a later stage.
Set Up - NHS	Healthcare professionals working for the NHS and approved to allocate points will need a code to be communicated by their superior. Through this they can then call the call centre or go online to advise the points4life programme that certain cardholder numbers can be allocated a specified number of points.
Set Up - Private	Healthcare professionals from the private sector are to be allowed to purchase points (GP's are also allowed but it is envisaged that this will be at a later stage. The difference between these and retail merchants are that they will not use POS systems to allocate points but will go online through a secure web interface. The set up for them will be similar in that they will need to apply to join points4life, they will be required to give a range of details about their business and what they do. Their profile will then be reviewed and based on pre set criteria refused or accepted. As part of the application process details of professional bodies they are members of will need to be captured. Other details that will need to be captured include, name, contact details, bank account details for purchase of the points. Approval will be in two phases the first is that they are allowed to join the points4life programme. The second phase will be when the direct debit facility required

	for the purchase of points has been set up. Only at this point will the account go live.
Appeal Process	Any healthcare professional whose application has been rejected would have the right of appeal and a written application explaining why they should be accepted into the programme will be considered. Appeal proformas and application forms should be built into the website for healthcare professionals enabling automatic processing.
Usage	Healthcare professionals would log in through a secure log in process and then be able to allocate points, either the same for a number of cards or a different number of points for each cardholder. In addition they need to be able to enter a £ amount and the same discount system used by private sector retailers used to allocate points at the back end of the loyalty platform.

Online Retailers

Requirement	Current Thoughts on Satisfaction of the Requirement
Overall	<p>It is envisaged that many online retailers may wish to participate in the points4life programme. However, in order to facilitate this more effectively they will instead of using a POS system use the same system as the private healthcare professionals.</p> <p>They will have the ability to log on to a secure website where they can enter card numbers and the appropriate spend for points to be allocated by the back end loyalty platform and their account debited.</p> <p>Larger online retailers may require a direct API feed to facilitate this.</p>

Private Partner Accounts

Requirement	Current Thoughts on Satisfaction of the Requirement
Registration and Set Up	Private sector partners will need to register and set up accounts. As part of the process they will need to enter details about the company, what it sells, contact information, opt in/ out to relevant communication channels. Included in this process would be the setting up of the relevant collection methods, automated if possible/feasible – that is funds will be directly debited from accounts rather than an invoice and collection system used.
Appeal Process	Any private partner rejected would have the right of appeal and a written application explaining why they should be allowed in will be considered. This appeal and written application should be built into the website for retailer recruitment.

Points Issuing Customisation	The ability for private sector partners to customise the points they offer based on a number of different factors e.g. time of day, POS terminal used, combination/ value of goods purchased, based on item purchased at SKU level, may be a feature of the loyalty platform. The partner web account will need to have the ability either to directly handle these instructions or securely link to the web portal aspect of the loyalty platform to enable these promotional offers to be recorded. Offers to consumers can then be searchable and also the back end loyalty platform can auto calculate the cost to the partner e.g. additional points for taking a healthy option at a restaurant, outside of core lunchtime hours.
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Points Issuing Partner Pages

Requirement	Current Thoughts on Satisfaction of the Requirement
Partner Pages	<p>All points issuing partners (including private sector healthcare partners) will be allowed to 'create' their own website page. They would log in securely and upload into template format key words and 250 words of copy about what they offer, plus up to two images. In addition they will be able to link to their own website.</p> <p>An additional area of the partner page, that will go live later, will allow partners to highlight promotions they are offering in relation to points. These will be randomly checked to ensure only 'Points' promotions are put in this area.</p> <p>An administration right to remove content if not correct is required. In addition when a partner stops issuing points their page will need to be removed. There must also be the capability for the partner page to be made 'hidden' in the event of problems e.g. collecting funds owed and then put back 'live' when any issues have been addressed.</p>
Searchable Database	<p>Using the keywords consumers will be able to search for partners to earn points. The keywords entered for by the partners will be used for this.</p> <p>Cardholders also need to be able to search for types of partners, again using keywords entered by the partners as well as ideally using their postcode so they can maps of where those partners are located in relation to themselves and search based on closeness to their home or a new location they input e.g. office.</p>
Council Partners	<p>For Council services pages, keywords and links will need to be created.</p> <p>Relevant departments in the Council will be given access codes, like private sector partners to enable them directly to update offers where relevant.</p>

Cardholder Feedback

Requirement	Current Thoughts on Satisfaction of the Requirement
Feedback	Cardholders will be able to leave feedback: 1 – 5 stars and detailed feedback on services where they have purchased goods and earned points4life.
Feedback on Partner Pages	<p>On all private partners and private healthcare professional pages a summary will be shown of how many cardholders have rated the service and what star level they have awarded. In addition cardholders will be able to click through to read the detailed reviews left by other cardholders.</p> <p>If a private sector partner wishes to respond to particular feedback the ability must exist through their log on to place a comment under the feedback. If the feedback has been only one or two stars, in effect negative, then an automated email will be sent to the private sector partner advising them of the feedback so that they have the ability to put feedback under the cardholder feedback.</p> <p>Through contact it must be possible for both parties to agree for the whole feedback to be withdrawn. The solution therefore requires the ability to edit/remove particular feedback.</p> <p>Investigation of negative feedback about partners through the use of site visits, calls to the partner or use of the mystery shopping programme to monitor the partner will be required. If a partner is found to be delivering poor service then within the T&C's of points4life will be included that a decision can be made to exclude the partner from the programme.</p> <p>The site should include a reporting tool to allow the feedback database to be checked for profanities. This tool should be run at regular intervals and report potential profanities for action.</p>

Unstructured Physical Activity Interface

Requirement	Current Thoughts on Satisfaction of the Requirement
Interface to Unstructured Physical Activity	The unstructured activity aspect of points4life will have its own area of the website. In this area cardholders will be able to view the calories they have burnt, change their type of activity etc (see Unstructured Activity Statement of Need). It is important that once logged into an account the cardholder can seamlessly and without re-logging in, view the secure information about their physical unstructured activity.