



thecashbackapp.com

A photograph of a smiling waitress in a cafe, wearing a white shirt and a dark apron, handing a card to a customer. The background shows a coffee counter with various items and a window with a view of the outdoors.

The Cash Back App

Web Design Magic

MARKETING

Background

The Cash Back App Pty Ltd is an Australian owned and operated company that was established to specifically help its members reduce the cost of living and to support local businesses. The company was founded by Managing Director, Bruce Inglis, and other like-minded shareholders soon followed to help bring about the vision of creating a business model where "Everybody Wins". The Cash Back App provides a person with a passive income for life by sharing the App with friends. As friends shop with merchants, both the friend and the person nominating them receive cash back from Cash Back App retailers as part of the Loyalty Program. A significant proportion of the income is given back to the local community also.

"Working with WDM has been amazing. There hasn't been anything that they can't do, and they are Kentico experts"

David Hennessy
Chief Technology Officer
TCBA

Goals

The overall project aim was to build and customise the website to cater for the site's rapidly growing users and to redesign the site, as well as the smartphone app:

- the website had 7,000 users and required a capability to cater for growth
- join a hosting platform that allows for easy deployment
- customers need to access the member's portal feature on the online app
- include several blogs and content sections
- create a system that can securely back up the company's data

Challenges

Faster Access to Loyalty Reward Funds

The existing app used weekly direct debits and payments. This meant that a member could wait up to a week to access their loyalty rewards and the client could wait up to a week before being paid fees from the merchants.

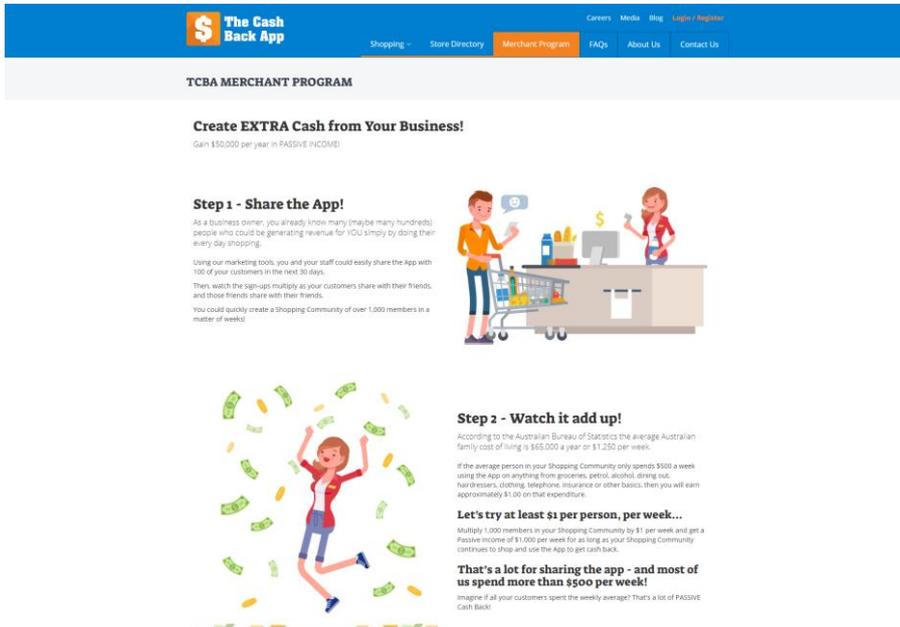
Deploying Six Months of Changes

TCBA required a lot of work (big changes to how the site worked and how data was stored). When it was finally time to deploy, WDM had to be careful not to lose the live site data (e.g., user accounts, transaction records etc.).

Solution

Kentico has been able to take on TCBA's large service load and has provided more security for their database. One of the many beneficial increases to the business after launching with Kentico was increased traffic. More visitors to the site was noticed, and soon an average visit duration will be trackable when a new featured app is launched at the end of this year.

- An increase in sales, online bookings, and donations continue
- An increase in traffic
- An increase in average visit duration is expected to rise by 50% when the new app is launched
- An improvement in social media engagement is also expected



The Cash Back App

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TCBA MERCHANT PROGRAM

Create EXTRA Cash from Your Business!
Gain \$50,000 per year in PASSIVE INCOME!

Step 1 - Share the App!
As a business owner, you already know many (maybe many hundreds) people who could be generating revenue for YOU simply by doing their every day shopping.
Using our marketing tools, you and your staff could easily share the App with 100 of your customers in the next 30 days.
Then, watch the sign-ups multiply as your customers share with their friends, and those friends share with their friends.
You could quickly create a Shopping Community of over 1,000 members in a matter of weeks!

Step 2 - Watch it add up!
According to the Australian Bureau of Statistics the average Australian family cost of living is \$65,000 a year or \$1,250 per week.
If the average person in your Shopping Community only spends \$500 a week using the App on anything from groceries, petrol, alcohol, dining out, hairdressers, clothing, telephone, insurance or other basics, then you will earn approximately \$1,000 on that expenditure.
Let's try at least \$1 per person, per week...
Multiply 1,000 members in your Shopping Community by \$1 per week and get a Passive income of \$1,000 per week for as long as your Shopping Community continues to grow and use the App to get cash back.
That's a lot for sharing the app - and most of us spend more than \$500 per week!
Imagine if all your customers spent the weekly average! That's a lot of PASSIVE Cash Back!

Results

The new intranet site for QCA has exceeded expectations. Due to the level of testing completed before deployment, everything has gone online without a hitch. The new functionality offers a much smoother user experience overall. Users are reporting that it is much easier now to navigate the site and find the information that they require than it was prior to the overhaul. Despite the fact that the site is still quite new, it is on track to show improvements in staff efficiency.

Key Criteria for Choosing Kentico

- Ability to customise for the business needs
- Sales
- Enterprise
- Security
- Basic set features



Web Design Magic

Web Design Magic provides professional, powerful, reliable and robust website design solutions to enable medium and large enterprises achieve their online business objectives. We use tried and tested technology, comply with e-legislative requirements and underpin our delivery with great customer service and support.



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