

Mobile Phone delivery of passes and confirmations for Picnics

London, 12 June 2008

Just Picnics is the first hospitality company to offer a service for ordering superior picnics on line for delivery to discerning customers at premium classical concerts around the United Kingdom. Regular summer concert goers know only too well how much effort goes into Alfresco entertaining. They have experienced the labours of preparing and cooking food in preparation for the event, carrying all the dishes and accoutrements from cars to the arena, returning the hampers back at the end of the concert and cleaning up containers and dishes in the evening or following morning.

In providing the service, Just Picnics looked to streamline not only the ordering and delivery process but the collection procedure as well. *"We wanted perfect confirmations, controlled in-house to match the quality of our picnics which could be stored and printed the day before the concert or printed and delivered as secure gift vouchers"* says Rhona McFarlane, Customer Experience Director at Just Picnics. *"First impressions count and to enhance the customers enjoyment of the evening or other concert events, Special Offers can be included in the confirmation. iconfirm from Securidox provided the perfect solution with a short implementation and low recurring cost"* she adds.

In keeping with the "no carrying" theme, Just Picnics utilized the delivery of Mobile Passes for picnics to customer's mobile phones. By providing the facility to deliver perfectly sized images depending on mobile phone, Just Picnics is able to provide relevant vouchers for free samples and discounts at different venues.

"The printed and mobile passes contain multidimensional barcodes which include all the information standard barcode readers need to authorize the collection of the sumptuous hampers with the minimum of fuss." Ravi Ramamrutham Technical Director of Securidox says. He continues, *"In a standard format, the barcode contains all details of the hamper to be collected as well as security information, such as selected credit card details, to ensure that the picnic is delivered to the right party."*

Mark Scott Managing Director of Securidox added *"From our experience with both Aero and eCommerce industries we were able to accommodate the exacting requirements of Just Picnics."*

For further information on Securidox and its solutions visit www.securidox.com